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Sustainable development

Implementation of the Global Code of Ethics for Tourism

Note by the Secretary-General

The Secretary-General has the honour to transmit to the General Assembly at its sixty-fifth session the report of the World Tourism Organization (WTO) in response to Assembly resolution 60/190 of 22 December 2005.

* A/65/150.

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Report of the World Tourism Organization on the implementation of the Global Code of Ethics for Tourism

Summary

The Global Code of Ethics for Tourism, adopted by the General Assembly of the World Tourism Organization on 1 October 1999 through its resolution 406 (XIII) and acknowledged by the General Assembly of the United Nations in resolution 56/212, constitutes a comprehensive set of basic principles. The purpose of the Code of Ethics is to guide tourism development and to serve as a frame of reference for the different stakeholders in the tourism sector, with the objective of minimizing the negative impact of tourism on natural environment, cultural heritage and local communities while maximizing the benefits of tourism in promoting sustainable development, including by alleviating poverty. The Code of Ethics is a voluntary instrument and as such is non-binding by nature.

In 2003, the World Committee on Tourism Ethics was established by the General Assembly of WTO under Part I of its Protocol of Implementation. The Procedures for Consultation and Conciliation for the Settlement of Disputes concerning the application of the Global Code of Ethics for Tourism were adopted by the World Committee in October 2004, and were endorsed by the General Assembly of WTO in December 2005 (resolution 506 (XVI)). Following an agreement reached between the Government of Italy and WTO, the permanent secretariat of the World Committee on Tourism Ethics was established in Rome in November 2008.

Since the adoption of the Global Code of Ethics for Tourism in 1999, the secretariat of WTO has conducted three surveys among its member States (in 2000, 2004 and 2008/2009) in order to monitor the implementation of the Code. Some 114 WTO member States and territories (70 per cent) have responded to at least one of the surveys on the implementation of the Global Code of Ethics for Tourism.

Much of the work of WTO is directly or indirectly in line with the Global Code of Ethics for Tourism and its principles. Issues such as climate change, biodiversity, poverty reduction, protection of vulnerable groups of population, economic and social sustainability of tourism development, empowerment of local and indigenous communities, and access to education, training and decent employment, as well as responsible business practices in the tourism sector constitute important areas of work for WTO, its members and tourism stakeholders. As such, the Global Code of Ethics has been instrumental in promoting and developing sustainable forms of tourism based upon ethical principles.

I. Introduction

1. The World Tourism Organization is the specialized agency of the United Nations vested with a central and decisive role in promoting the development of responsible, sustainable and universally accessible tourism. Working under the principle of One UN, it brings tourism to the global agenda as a sector that contributes to achieving the Millennium Development Goals, particularly in terms of poverty reduction and sustainable development. WTO aims to maximize the positive economic, social and cultural effects of tourism, while minimizing its negative social and environmental impacts. These objectives are the foundation for the work of WTO in promoting and developing sustainable and responsible tourism as defined in the principles of the Global Code of Ethics for Tourism.[1]

2. The Global Code of Ethics for Tourism was adopted by the General Assembly of the World Tourism Organization on 1 October 1999, through its resolution 406 (XIII). The Code of Ethics constitutes a comprehensive set of basic principles whose purpose is to guide tourism development and to serve as a frame of reference for the different stakeholders in the tourism sector, with the objective of minimizing the negative impact of tourism on natural environment, cultural heritage and local communities while maximizing the benefits of tourism in promoting sustainable development, including by alleviating poverty.

3. The Code of Ethics is a voluntary instrument and is thus non-binding by nature. The application of the Code may, however, be enhanced by the incorporation of its contents and provisions into legislation, regulations and professional codes, a measure that WTO recommends to both national tourism administrations and the tourism trade.

4. The Code comprises a preamble, the principles (nine articles) and a mechanism for their implementation (article 10). Article 10 makes direct reference to an impartial third body known as the World Committee on Tourism Ethics, as well as to the settlement of disputes concerning the application or interpretation of the Code by means of conciliation, based on voluntary acceptance.

5. The World Committee on Tourism Ethics was established by the General Assembly of WTO in 2003. The Committee comprises 1 chairman, 11 members and 11 alternates, who are independent and impartial. Seven members, from the public and private sector, are elected by member States and territories; and four affiliate members, from the operational sector, represent employers' and employees' associations, educational institutions and non-governmental organizations. Their term is for four years, and renewable.

6. The Procedures for Consultation and Conciliation for the Settlement of Disputes concerning the application of the Global Code of Ethics for Tourism were adopted by the World Committee in October 2004 and were endorsed by the General Assembly of WTO in December 2005 (resolution 506 (XVI)).

[1] Recognized by the General Assembly of the United Nations in resolution 56/212.

II. Activities of the World Committee on Tourism Ethics

7. The World Committee on Tourism Ethics has three main objectives: (a) promotion and dissemination of the Global Code of Ethics for Tourism; (b) evaluation and monitoring of the implementation of the Code of Ethics; and (c) conciliation for the settlement of differences concerning the application or interpretation of the Code. Over the past six years, the Committee has discussed a wide array of ethical issues posing challenges to the tourism sector and has taken a position on each of them.

8. Some of the most pertinent topics that have been examined by the Committee since its creation include: solidarity in tourism in case of natural disasters; HIV-related travel restrictions; accessible tourism for people with disabilities; protection of children against all forms of exploitation in tourism; and economic empowerment of women through tourism. In addition, the ethical aspects of the impact of the global economic crisis and of H1N1 influenza on the industry were also analysed. It is worth mentioning that, together with the conciliation mechanism, the Committee has introduced the possibility for individual stakeholders to consult it on specific ethical issues directly related to tourism.

9. Furthermore, on its own initiative, the World Committee on Tourism Ethics has issued a number of clarifications, i.e. advice and views concerning concrete topics of an ethical or moral nature that are of general interest to the tourism community. The most significant clarifications issued thus far concern press trips, overbooking and the distribution of service charges in the hospitality sector.

10. Following an agreement reached between the Government of Italy and WTO, the permanent secretariat of the World Committee on Tourism Ethics was established in Rome in November 2008. The mission of the permanent secretariat is to promote knowledge and understanding of the Global Code of Ethics for Tourism and to encourage implementation of the ethical principles among the WTO constituency.

III. Implementation of the Global Code of Ethics for Tourism

A. Overall findings of the WTO implementation surveys among member States

11. Since the adoption of the Global Code of Ethics for Tourism in 1999, the secretariat of WTO has conducted three surveys among its member States (in 2000, 2004 and 2008/2009) in order to monitor implementation of the Code.

12. Some 114 WTO member States and territories (70 per cent) have responded to at least one of the surveys on implementation of the Global Code of Ethics for Tourism (see list of respondents in the annex to the present report).

13. Among a series of relevant findings, it is worth noting the level of institutional and legal commitment towards implementation of the Code that has been expressed by a large group of countries. In fact, 49 responding States have indicated that they had incorporated the principles of the Code into their legislative texts, while 48 countries had used the same principles as a basis for establishing national laws

and regulations or for designing policies and master plans for assuring the sustainable and responsible development of tourism.

14. In addition to the formal acceptance of the Code by all WTO member States at the XIII General Assembly in Santiago in 1999, the Code of Ethics has been given effect by a number of countries through their respective institutional bodies (for example, in Honduras by the National Congress) or governmental bodies (for example, in Spain by the Council of Ministers), and in other countries by tourism ministries/national administrations or related bodies. A few countries and territories, including Argentina, Costa Rica, the United Republic of Tanzania, Uruguay and the Flemish Community of Belgium have adopted parliamentary/ministerial resolutions in line with the Code's principles.

15. The majority of countries have also included relevant provisions of the Code in contractual instruments, specific codes of conduct or professional rules. Several countries have embarked on the preparation of national or sectoral codes of ethics for tourism.

16. One of the most significant actions related to the Code's dissemination has been its translation by 43 countries into their national or local languages, which has facilitated its distribution among various tourism stakeholders in their respective regions and territories.

17. Apart from monitoring the level of implementation of the Code of Ethics accomplished by national tourism administrations, the World Committee on Tourism Ethics, through the WTO secretariat, has also approached the private sector with a particular focus on existing professional codes of practice, corporate responsibility strategies and policies of the tourism industry. The key objective has been to enquire whether private sector tourism stakeholders include in their social accountability schemes any provision related to environmental, social and economic responsibility, to local community development or to improving understanding between cultures.

18. Educational institutions offering tourism programmes have also been involved in baseline surveys with the purpose of gathering more information on the incorporation of the Code's principles into academic curricula and/or into the general work programmes of education centres. The WTO Themis Foundation, which is in charge of promoting quality and efficiency in tourism education and training as well as in the development of human resources for the tourism sector, has taken a significant step forward by integrating a series of ethical requirements for those universities that wish to apply for the WTO TedQual Certification.[2]

B. Other WTO activities in line with the principles of the Global Code of Ethics

1. WTO and climate change

19. The interface between climate and tourism is multifaceted and highly complex.[3] Climate change is a phenomenon that is increasingly affecting the

[2] The WTO TedQual Certification system is a quality assurance system for tourism education, training and research; see www.unwto-themis.org/en/programmes/tedqual.

[3] Weather and climate information for tourism: www.unwto.org/climate/support/en/pdf/WCC3_TourismWhitePaper.pdf.

tourism sector and certain popular destinations, in particular, mountain regions and coastal destinations, among others. Tourism is estimated to account for 5 per cent of global greenhouse gas emissions, in particular through transport.

20. In line with the basic principles of the Global Code of Ethics for Tourism, WTO has for a number of years been working to raise awareness on climate change issues in the tourism sector. In 2003, the first International Conference on Climate Change and Tourism was organized by WTO in Tunisia with the support of several other United Nations agencies. This conference was followed by a second International Conference on Climate Change and Tourism held in Davos, Switzerland (2007). The two conferences resulted in the Djerba Declaration and the Davos Declaration on Climate Change and Tourism, respectively. The Djerba Declaration highlighted the obligation of the tourism industry to reduce its greenhouse gas emissions and recognized the two-way relationship between tourism and climate change. The Davos Declaration provided firm recommendations and a clear commitment for action to respond to the climate change challenge, including the urgent adoption of a range of sustainable tourism policies.

21. Consequent activities, which include consultations and high-level deliberations at the World Travel Market in London (2007) and at the thirteenth, fourteenth and fifteenth sessions of the Conference of the Parties to the United Nations Framework Convention on Climate Change (Bali, 2007; Poznan, 2008; and Copenhagen, 2009, respectively) and joint research publications and working documents, inter alia, reflect the significant work of WTO and its increasing role on climate issues. The Davos Declaration process has led to the following joint technical reports and publications: *Climate Change and Tourism: Responding to Global Challenges* (WTO and United Nations Environment Programme (UNEP), 2008); *International Seminar on Climate Change Adaptation and Mitigation in the Tourism Sector: Frameworks, Tools and Practices* (WTO, UNEP, the Oxford University Centre for the Environment and World Meteorological Organization, 2008); and *From Davos to Copenhagen and Beyond: Advancing Tourism's Response To Climate Change UNWTO Background Paper* (WTO, 2009).

22. Also with a view to promoting tourism development that is conducive to saving rare and precious resources, in particular water and energy (article 3.2 of the Code), WTO has undertaken a core partnership project on Hotel Energy Solutions (HES) with UNEP, the European Renewable Energy Council and other key stakeholders. The initiative has been developed to consolidate the WTO tourism sector climate response in line with European Union targets and the WTO Davos Declaration; adapt the tourism businesses and destinations to changing climate conditions; mitigate carbon dioxide emissions; and support investments in energy efficiency and renewable energy technologies. HES is co-funded by the Executive Agency for Competitiveness and Innovation. It may be adapted to specific regions in the world and presents substantial opportunities for capacity-building on the global level. An innovative HES e-toolkit will be used to disseminate information.

2. Tourism and biodiversity

23. Article 3 of the Global Code of Ethics notes that tourism is a factor for sustainable development. This entails safeguarding the physical and natural environment both on the generating side and the receiving side. Two important components that require consideration are the development and management of tourism, especially when considering particularly sensitive areas, such as deserts, polar or high mountain regions, coastal areas, tropical forests or wetlands (art. 3.4).

Tourism and biodiversity have a naturally symbiotic relationship in that tourism activities help to generate resources that could be used to properly develop and manage destinations with diverse ecosystems and, in turn, a clean and inviting environment adds value to an enjoyable experience for the tourist.

24. The United Nations designated 2010 as the International Year of Biodiversity, which will be coordinated by the secretariat for the Convention on Biological Diversity. WTO has strategically adopted the theme of "Tourism and biodiversity" for its 2010 World Tourism Day celebrations, which will be hosted on 27 September in Guangzhou, Guangdong Province, China. Additional WTO actions in recent years and in support of the International Year of Biodiversity 2010 have resulted in the joint creation in 2004, with the Government of Germany, of a special WTO Consulting Unit on Biodiversity and Sustainable Tourism in Tsunami Affected Countries (based in Bonn, Germany) and in the preparation of a number of publications addressing tourism and biodiversity. Several projects led by the Consulting Unit and also with support from the Tour Operators' Initiative have been launched.[4] WTO has also contributed to the development of *A Good Practice Guide — Tourism for Nature and Development* (Convention on Biological Diversity, 2009); and a brochure on linking tourism and biodiversity, inter alia.

3. Tourism and poverty reduction

25. Article 5.2 of the Code of Ethics notes that tourism policies should be applied in such a way as to help raise the standard of living of the populations of the regions visited, which is particularly important for deprived or remote communities in their fight against poverty. WTO has vast experience in providing technical assistance to countries and destinations in their efforts to develop tourism as an engine to foster socio-economic development and create decent employment opportunities, especially for disadvantaged groups. Aware of the enormous role tourism can play in fostering socio-economic development, WTO launched the ST-EP Programme (Sustainable Tourism for the Elimination of Poverty) at the Johannesburg World Summit on Sustainable Development in 2002. Its aim is to reduce poverty levels through developing and promoting sustainable forms of tourism. The ST-EP Programme develops and shares knowledge on the relation between tourism and poverty reduction, implements ST-EP projects to make the tourism sector work for the poor, and lobbies to get the poverty reduction potential of tourism included in the development agenda, namely in the poverty reduction strategy papers. Currently, 90 ST-EP projects have already been carried out or are being implemented in 31 countries in Africa, Asia, Latin America and the Balkans.

26. The ST-EP projects are enhancing the local economic impact from tourism in various ways, such as by providing training to local professionals working in the tourism sector, by improving the performance of small and medium enterprises involved in tourism, and by establishing pro-poor business linkages between tourism resorts and neighbouring communities. Contributing to employment growth is always an important objective in both the WTO technical cooperation projects and the ST-EP projects. An assessment of the ST-EP projects under implementation in the 2008-2009 biennium showed that members of some 12,500 households benefited

[4] The Tour Operators' Initiative for Sustainable Tourism Development is a worldwide, voluntary, non-profit association of tour operators, who have made a commitment to work together through common activities to promote and disseminate methods and practices compatible with sustainable development (www.toinitiative.org/).

directly from training and advisory services in order to obtain employment in large tourism enterprises, to provide goods and services to tourists and tourism enterprises, and to manage small and medium tourism enterprises.

4. Millennium Development Goal Achievement Fund

27. Efforts to accelerate the achievement of the Millennium Development Goals have increased in recent years. As part of the response, the Government of Spain agreed in 2006 with the United Nations Development Programme (UNDP) to commit €528 million to the Millennium Development Goal Achievement Fund (MDG-F). Under this joint fund, United Nations agencies, including WTO, collaborate to formulate and implement projects in various thematic areas, including environment and climate change; gender equality and women's empowerment; culture and development; youth employment and migration; and private sector and development. In several countries, WTO is actively involved in developing and implementing tourism components of the MDG-F projects, a number of which fall in line with the general principles of the Global Code of Ethics for Tourism.

28. There are currently 11 projects in which WTO is participating within the MDG-F framework. Six of the projects are in the Americas region (Ecuador, Honduras, Nicaragua and Peru), two in Africa (Egypt and Senegal) and two in Eastern Europe (Serbia and Turkey). Some interesting activities worth noting under the theme of culture and development have resulted, including in Nicaragua, in the development of "tourism circuits", which are designed to add economic value to cultural expressions as a means of promoting conservation of cultural sites and the preservation of traditions. In Egypt, the use of master plans, such as the Archaeological Master Plan, has been supported and has led to improved actions in addressing site preservation and their sustainable use by visiting tourists.

5. Tourism and gender

29. As a part of Millennium Development Goal 3 on gender equality and in line with article 2.2 of the Global Code of Ethics for Tourism, WTO launched in 2008 a Women in Tourism Initiative with the aim of analysing the status of women in the tourism sector and of recommending policies, programmes and concrete actions for their empowerment.

30. Within the aforementioned framework, WTO and the United Nations Development Fund for Women (UNIFEM) jointly commissioned a baseline report, completed in May 2009, which presented an overview of the current state of affairs in women's empowerment in tourism, summarized major issues and conclusions in this field of research and identified knowledge gaps. This report served as a basis for the preparation of the WTO/UNIFEM joint triennial global report on the role of women in tourism 2009-2011 (ongoing), aimed at raising awareness about the socio-economic opportunities that tourism can offer to women by highlighting the need for creating appropriate policies to promote women's empowerment and protecting women's rights in the context of tourism development.

31. Moreover, WTO and UNIFEM have recently embarked on the preparation of a Joint Empowerment Programme for Women in Tourism, which is intended to create employment opportunities for young women from disadvantaged areas through education and training in the hotel industry, and their participation in the tourism supply chain.

6. WTO Task Force for the Protection of Children in Tourism

32. Article 2.3 of the Code of Ethics states that "the exploitation of human beings in any form, particularly sexual, especially when applied to children, conflicts with the fundamental aims of tourism and is the negation of tourism; as such, in accordance with international law, it should be energetically combated with the cooperation of all the States concerned".

33. With this principle in mind, WTO established over a decade ago an open-ended network with multi-stakeholder participation that was known until 2007 as the Task Force against the Sexual Exploitation of Children in Tourism. Its focus was to prevent and eradicate what is commonly known as "child sex tourism". From 2007 onwards, the word "sexual" was removed from the name of the Task Force, which broadened its mission to contribute to the prevention of all forms of exploitation of children (i.e. sexual exploitation, child labour and trafficking of children) that may occur in or could be linked to the tourism sector.

34. The biannual Task Force meetings, generally held in conjunction with major international tourism fairs, serve as a platform for the public and private sectors, non-governmental organizations (NGOs) and the media to disseminate awareness-raising and capacity-building actions and to exchange experiences and best practices among Governments, tourism companies and civil society.

35. At the London World Travel Market in 2008, WTO launched an international awareness-raising campaign to protect children in tourism in close collaboration with the NGO ECPAT International (End Child Prostitution, Child Pornography and Trafficking of Children for Sexual Purposes), the United Nations Children's Fund (UNICEF), the International Labour Organization (ILO) and relevant tourism associations. A series of campaign materials (leaflets, posters, stickers and a video clip) were produced, distributed and made available on the Internet. The latter information was also largely disseminated to WTO member States and affiliate members, as well as to tourists and travellers. The support received from tourism sector stakeholders, especially airlines, tour operators and hotel chains, has been particularly important for the success of this campaign.

7. Facilitation and non-discrimination in tourist travel

36. WTO has realized in recent years that, despite the great strides made in the last few decades in facilitating tourist travel, there is still room for considerable improvement in this area in the interests of all stakeholders in tourism development, especially as it refers to non-discrimination with regard to persons with disabilities and people living with HIV/AIDS. In accordance with article 13 of the Universal Declaration of Human Rights, the Code of Ethics affirms in its article 8 that tourists should benefit from liberty of movement without being subject to excessive formalities or discrimination.

37. In order to meet these gaps, the General Assembly of WTO adopted the Declaration on the Facilitation of Tourist Travel (resolution 578 (XVIII)) at its session held in Astana from 5 to 8 October 2009. Through this document, the WTO calls upon its member States to give priority consideration to measures that facilitate tourist travel in areas such as tourist accessibility and travel by persons with disabilities, as well as concerning HIV-related travel restrictions that are still in place in a number of countries.

38. Moreover, the General Assembly of WTO has entrusted the WTO Secretary-General to seek advice from the World Committee on Tourism Ethics on ways to further facilitate the movement of tourists, with a special emphasis on these two groups of persons with disabilities and persons affected by HIV.

8. Tourism and persons with disabilities

39. Bearing in mind the preamble of the Convention on the Rights of Persons with Disabilities, which recognizes the importance of mainstreaming disability issues as an integral part of relevant strategies of sustainable development, the General Assembly of the WTO considered that responsible tourism was a necessary component of such strategies and that tourism policies and practices should be inclusive of persons with disabilities, the majority of whom live in developing countries.

40. Also in line with article 8 of the Global Code of Ethics, the General Assembly of the WTO therefore solemnly reaffirmed the principles it had enunciated in 1991 through its resolution 284(IX) entitled "Creating Tourism Opportunities for Handicapped People in the Nineties", and updated them in 2005 through resolution 492(XVI) entitled "Accessible Tourism for All", calling upon all States:

- To make their tourism sites and establishments accessible to persons with disabilities and to offer them special facilities at no additional charge to them.
- To offer special training to the staff of tourism sites and establishments and tourism-related services, preparing them for work with persons with disabilities.
- To publish clear and detailed information on existing receptive facilities for persons with disabilities as well as the problems they may encounter during their tourist travel.

41. Furthermore, in May 2008, to mark the entry into force of the Convention on the Rights of Persons with Disabilities, the Secretary-General of the WTO wrote to member States of the organization to remind them of their shared commitment towards ensuring full accessibility for disabled people to tourism services and facilities and invited them to strengthen their efforts towards improving the implementation of the recommendations included in the document "Accessible Tourism for All".

9. Tourism and employment

42. To be a beneficial activity for host countries and communities, tourism must involve local populations in its activities and equitably share with them the economic and social benefits it generates, in particular, with regard to the creation of direct and indirect jobs (article 5.1).

43. With tourism employment as a main focus, WTO convened the 5th International Conference on Tourism Statistics (Bali, Indonesia, March 2009) with the support of the United Nations Statistics Division of the Department of Economic and Social Affairs of the Secretariat, ILO and the Organization for Economic Cooperation and Development. The conference had a twofold objective: (a) to discuss the way forward following the ratification of the new recommendations, as well as the adoption of the Tourism Satellite Account: Recommended Methodological

Framework 2008; and (b) to address the issue of the measurement and quality of employment in the tourism industries.

44. One of the conclusions of the conference was that "it is essential to develop a better knowledge of employment in tourism. World poverty cannot be reduced without creating large numbers of jobs in the least developed countries. The current world economic crisis gives added urgency to the role of tourism in alleviating the growing unemployment in many industries worldwide ... With the increasing recognition of tourism's ability to provide employment, it is necessary that a greater focus be placed on its measurement and research regarding both the number and types of jobs. This is necessary to ensure that the full potential of tourism providing decent work opportunities will be achieved."[5] Additionally, the Bali Statement on Tourism Statistics and Employment recognized tourism "to be one of the largest generators of employment, especially for those segments of the population with less access to labour market, such as women, young people, immigrants and rural populations, there is a need for accurate, timely and comprehensive data on employment in the tourism industries".

45. The WTO Tourism Satellite Account (TSA) is a fundamental statistical instrument that has been designed to analyse the economic importance of tourism. The Bali Statement recommends that "governments and the private sector should cooperate to ensure the proper measurement of employment in the tourism industries in general, the number of jobs directly generated by tourism, as well as other variables such as hours of work, compensation and the seasonality of employment, and its distribution by gender, age, occupation, business type and size, etc.". It is important that the development of the TSA process be supported in particular by the national tourism administrations. A key recommendation was for "international and regional organizations, including UNESCAP, UNWTO, ILO, OECD and Eurostat, to pursue and strengthen the cooperation to promote TSA, protect the TSA brand and expand the use of TSA for business and policy actions. This should be done in close partnership with governments and other stakeholders involved in TSA developments".

C. WTO response to the global economic crisis: the road map for recovery — tourism and travel, a primary vehicle for job creation and economic recovery

46. In October 2008, the WTO Executive Council, recognizing the impact the global crisis was having on tourism, agreed at its 84th session to create a Tourism Resilience Committee, under the chairmanship of the Minister of Tourism of Egypt. The Committee aims to provide member States and the industry at large with close market monitoring, to share experiences on the impact of the global crisis on tourism and particularly on response measures implemented at the national level, to support public/private partnerships and to set policy guidance on how to overcome the crisis while maintaining coherence between short-term and long-term action.

47. An intensive work programme has been carried out by the Committee, culminating in the presentation and approval by WTO members of the document

[5] "The Bali Conference: UNWTO Findings and Evaluation", including the Bali Statement on Tourism Statistics and Employment: www.unwto.org/statistics/bali/findings_statement.pdf.

"Roadmap for Recovery" during the last session of the General Assembly of WTO in Astana. One of the major aims of the road map was to advocate tourism's role as a key driver of job creation and economic growth in line with the principles of the Global Code of Ethics. The road map included a set of 15 recommendations based on three interlocking action areas: resilience, stimulus and green economy. The recommendations focus on job creation, training, travel facilitation and the transformation to a green economy. In this respect, they stress the potential of tourism to support short-term stimulus actions and a longer-term transformation to a green economy, coherent with development and climate change imperatives. They also encourage the inclusion of tourism in all green economy strategies, green tourism infrastructure investment and development, and the promotion of a green culture among suppliers, consumers and communities, following the principles of article 3 of the Global Code of Ethics.

48. Based on the conclusions of the 3rd meeting of the Tourism Resilience Committee, held during the General Assembly of WTO (October 2009), WTO has developed a first report on implementation of the road map covering the measures implemented by 75 countries worldwide on the basis of the three interlocking action areas (resilience, stimulus and green economy) of the road map and the corresponding recommendations.

49. The Committee has been instrumental in helping WTO members through the current economic crisis, which led to a 4 per cent decrease in international tourist arrivals and a 6 per cent decrease in receipts generated by international tourism. It allowed countries and private sector representatives to share experiences and solutions on how to minimize the impact of the crisis on tourism. At the same time, the road map has been the basis for strengthening the WTO role in promoting the contribution of tourism to sustainable development.

IV. Conclusion

50. Since the adoption of the Global Code of Ethics for Tourism and as noted through its initial report to the sixtieth session of the General Assembly of the United Nations (A/60/167) and in the present report, WTO has actively promoted the Code both through its World Committee and indirectly through its regular core activities. The nine principles set forth in the Code provide clear guidelines and recommendations that are both policy-driven and action-oriented for all tourism stakeholders, while the tenth is monitored and administered by the World Committee on Tourism Ethics. WTO remains committed to carrying out its activities under these guiding principles of the Code, in addition to leading and directing the international tourism community towards the practical implementation of the ethical norms and the respect of moral values in the sphere of travel and tourism incorporated in the Code.

51. Significant progress on the implementation of the Code has resulted in 49 member States having already incorporated the Code into their legislative texts, while 48 countries have indicated that the principles are being used to guide the development of new national laws and regulations. The active engagement of member States in disseminating the Code has also been greatly enhanced through its translation into 43 national or local languages.

52. As it endeavours to assist its member States in achieving the Millennium Development Goals and working within the framework of One UN, much of the work of WTO is directly or indirectly in line with the Global Code of Ethics for Tourism and its principles. Issues such as climate change, biodiversity, poverty reduction, protection of vulnerable groups of population, economic and social sustainability of tourism development, empowerment of local and indigenous communities, access to education and training and to decent employment, as well as responsible business practices in the tourism sector constitute important areas of work for WTO, its members and tourism stakeholders. As such, the Global Code of Ethics has been instrumental in promoting and developing sustainable forms of tourism based upon ethical principles.

Annex

WTO surveys on the implementation of the Global Code of Ethics for Tourism

List of respondents (as at 30 June 2010)

WTO member States, associate members and permanent and special observers

1. Albania
2. Algeria
3. Angola
4. Argentina
5. Armenia
6. Australia
7. Austria
8. Azerbaijan
9. Bangladesh
10. Benin
11. Bhutan
12. Bolivia (Plurinational State of)
13. Botswana
14. Brazil
15. Burundi
16. Cambodia
17. Cameroon
18. Canada
19. Central African Republic
20. Chile
21. Colombia
22. Congo
23. Croatia
24. Costa Rica
25. Côte d'Ivoire
26. Cyprus
27. Czech Republic
28. Dominican Republic
29. Ecuador
30. Egypt
31. El Salvador
32. Eritrea
33. Ethiopia
34. Fiji
35. Flemish Community of Belgium
36. France
37. Gabon
38. Germany
39. Georgia
40. Ghana
41. Greece
42. Guatemala
43. Guinea
44. Guinea-Bissau
45. Honduras
46. Hong Kong, China
47. Hungary
48. Indonesia
49. Iran, Islamic Republic of
50. Israel
51. Italy
52. Jamaica
53. Japan
54. Jordan

55. Kenya
56. Kyrgyzstan
57. Latvia
58. Lesotho
59. Lithuania
60. Macao, China
61. Madagascar
62. Madeira, Portugal
63. Malawi
64. Malaysia
65. Mali
66. Malta
67. Mauritius
68. Mexico
69. Monaco
70. Montenegro
71. Morocco
72. Netherlands
73. Nicaragua
74. Niger
75. Nigeria
76. Oman
77. Panama
78. Paraguay
79. Peru
80. Philippines
81. Poland
82. Portugal
83. Puerto Rico
84. Republic of Korea
85. Republic of Moldova
86. Romania
87. Russian Federation
88. San Marino
89. Saudi Arabia
90. Senegal
91. Serbia
92. Seychelles
93. Slovakia
94. Slovenia
95. South Africa
96. Spain
97. Sri Lanka
98. St. Eustatius, Netherlands Antilles
99. Sudan
100. Swaziland
101. Syrian Arab Republic
102. Thailand
103. Togo
104. Turkey
105. Uganda
106. Ukraine
107. United Republic of Tanzania
108. Uruguay
109. Venezuela (Bolivarian Republic of)
110. Viet Nam
111. Zambia
112. Zimbabwe
113. Holy See (Permanent Observer)
114. Palestine (Special Observer)

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Implementation of the Global Code of Ethics for Tourism

Note by the Secretary-General

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Report of the World Tourism Organization on the implementation of the Global Code of Ethics for Tourism

Summary

The Global Code of Ethics for Tourism, adopted by the General Assembly of the World Tourism Organization (UNWTO) on 1 October 1999 through its resolution 406 (XIII) and acknowledged by the General Assembly of the United Nations in resolution 56/212, constitutes a comprehensive set of basic principles. The purpose of the Code of Ethics is to guide tourism development and to serve as a frame of reference for the different stakeholders in the tourism sector, with the objective of minimizing the negative impact of tourism on natural environment, cultural heritage and local communities while maximizing the benefits of tourism in promoting sustainable development, including by alleviating poverty. The Code of Ethics is a voluntary instrument and as such is non-binding by nature.

In 2003, the World Committee on Tourism Ethics was established by the General Assembly of UNWTO under Part I of its Protocol of Implementation. The Procedures for Consultation and Conciliation for the Settlement of Disputes concerning the application of the Global Code of Ethics for Tourism were adopted by the World Committee in October 2004, and were endorsed by the General Assembly of UNWTO in December 2005 (resolution 506 (XVI)). Following an agreement reached between the Government of Italy and UNWTO, the permanent secretariat of the World Committee on Tourism Ethics was established in Rome in November 2008.

Since the adoption of the Global Code of Ethics for Tourism in 1999, the secretariat of UNWTO has conducted three surveys among its member States (in 2000, 2004 and 2008/2009) in order to monitor the implementation of the Code. Some 114 UNWTO member States and territories (70 per cent) have responded to at least one of the surveys on the implementation of the Global Code of Ethics for Tourism.

Much of the work of UNWTO is directly or indirectly in line with the Global Code of Ethics for Tourism and its principles. Issues such as climate change, biodiversity, poverty reduction, protection of vulnerable groups of population, economic and social sustainability of tourism development, empowerment of local and indigenous communities, and access to education, training and decent employment, as well as responsible business practices in the tourism sector constitute important areas of work for UNWTO, its members and tourism stakeholders. As such, the Global Code of Ethics has been instrumental in promoting and developing sustainable forms of tourism based upon ethical principles.

I. Introduction

1. The World Tourism Organization (UNWTO) is the specialized agency of the United Nations vested with a central and decisive role in promoting the development of responsible, sustainable and universally accessible tourism. Working under the principle of One UN, it brings tourism to the global agenda as a sector that contributes to achieving the Millennium Development Goals, particularly in terms of poverty reduction and sustainable development. UNWTO aims to maximize the positive economic, social and cultural effects of tourism, while minimizing its negative social and environmental impacts. These objectives are the foundation for the work of UNWTO in promoting and developing sustainable and responsible tourism as defined in the principles of the Global Code of Ethics for Tourism.[1]

2. The Global Code of Ethics for Tourism was adopted by the General Assembly of the World Tourism Organization on 1 October 1999, through its resolution 406 (XIII). The Code of Ethics constitutes a comprehensive set of basic principles whose purpose is to guide tourism development and to serve as a frame of reference for the different stakeholders in the tourism sector, with the objective of minimizing the negative impact of tourism on natural environment, cultural heritage and local communities while maximizing the benefits of tourism in promoting sustainable development, including by alleviating poverty.

3. The Code of Ethics is a voluntary instrument and is thus non-binding by nature. The application of the Code may, however, be enhanced by the incorporation of its contents and provisions into legislation, regulations and professional codes, a measure that UNWTO recommends to both national tourism administrations and the tourism trade.

4. The Code comprises a preamble, the principles (nine articles) and a mechanism for their implementation (article 10). Article 10 makes direct reference to an impartial third body known as the World Committee on Tourism Ethics, as well as to the settlement of disputes concerning the application or interpretation of the Code by means of conciliation, based on voluntary acceptance.

5. The World Committee on Tourism Ethics was established by the General Assembly of UNWTO in 2003. The Committee comprises 1 chairman, 11 members and 11 alternates, who are independent and impartial. Seven members, from the public and private sector, are elected by member States and territories; and four affiliate members, from the operational sector, represent employers' and employees' associations, educational institutions and non-governmental organizations. Their term is for four years, and renewable.

6. The Procedures for Consultation and Conciliation for the Settlement of Disputes concerning the application of the Global Code of Ethics for Tourism were adopted by the World Committee in October 2004 and were endorsed by the General Assembly of UNWTO in December 2005 (resolution 506 (XVI)).

[1] Recognized by the General Assembly of the United Nations in resolution 56/212.

II. Activities of the World Committee on Tourism Ethics

7. The World Committee on Tourism Ethics has three main objectives: (a) promotion and dissemination of the Global Code of Ethics for Tourism; (b) evaluation and monitoring of the implementation of the Code of Ethics; and (c) conciliation for the settlement of differences concerning the application or interpretation of the Code. Over the past six years, the Committee has discussed a wide array of ethical issues posing challenges to the tourism sector and has taken a position on each of them.

8. Some of the most pertinent topics that have been examined by the Committee since its creation include: solidarity in tourism in case of natural disasters; HIV-related travel restrictions; accessible tourism for people with disabilities; protection of children against all forms of exploitation in tourism; and economic empowerment of women through tourism. In addition, the ethical aspects of the impact of the global economic crisis and of H1N1 influenza on the industry were also analysed. It is worth mentioning that, together with the conciliation mechanism, the Committee has introduced the possibility for individual stakeholders to consult it on specific ethical issues directly related to tourism.

9. Furthermore, on its own initiative, the World Committee on Tourism Ethics has issued a number of clarifications, i.e. advice and views concerning concrete topics of an ethical or moral nature that are of general interest to the tourism community. The most significant clarifications issued thus far concern press trips, overbooking and the distribution of service charges in the hospitality sector.

10. Following an agreement reached between the Government of Italy and UNWTO, the permanent secretariat of the World Committee on Tourism Ethics was established in Rome in November 2008. The mission of the permanent secretariat is to promote knowledge and understanding of the Global Code of Ethics for Tourism and to encourage implementation of the ethical principles among the UNWTO constituency.

III. Implementation of the Global Code of Ethics for Tourism

A. Overall findings of the UNWTO implementation surveys among member States

11. Since the adoption of the Global Code of Ethics for Tourism in 1999, the secretariat of UNWTO has conducted three surveys among its member States (in 2000, 2004 and 2008/2009) in order to monitor implementation of the Code.

12. Some 114 UNWTO member States and territories (70 per cent) have responded to at least one of the surveys on implementation of the Global Code of Ethics for Tourism (see list of respondents in the annex to the present report).

13. Among a series of relevant findings, it is worth noting the level of institutional and legal commitment towards implementation of the Code that has been expressed by a large group of countries. In fact, 49 responding States have indicated that they had incorporated the principles of the Code into their legislative texts, while 48 countries had used the same principles as a basis for establishing national laws

and regulations or for designing policies and master plans for assuring the sustainable and responsible development of tourism.

14. In addition to the formal acceptance of the Code by all UNWTO member States at the XIII General Assembly in Santiago in 1999, the Code of Ethics has been given effect by a number of countries through their respective institutional bodies (for example, in Honduras by the National Congress) or governmental bodies (for example, in Spain by the Council of Ministers), and in other countries by tourism ministries/national administrations or related bodies. A few countries and territories, including Argentina, Costa Rica, the United Republic of Tanzania, Uruguay and the Flemish Community of Belgium have adopted parliamentary/ministerial resolutions in line with the Code's principles.

15. The majority of countries have also included relevant provisions of the Code in contractual instruments, specific codes of conduct or professional rules. Several countries have embarked on the preparation of national or sectoral codes of ethics for tourism.

16. One of the most significant actions related to the Code's dissemination has been its translation by 43 countries into their national or local languages, which has facilitated its distribution among various tourism stakeholders in their respective regions and territories.

17. Apart from monitoring the level of implementation of the Code of Ethics accomplished by national tourism administrations, the World Committee on Tourism Ethics, through the UNWTO secretariat, has also approached the private sector with a particular focus on existing professional codes of practice, corporate responsibility strategies and policies of the tourism industry. The key objective has been to enquire whether private sector tourism stakeholders include in their social accountability schemes any provision related to environmental, social and economic responsibility, to local community development or to improving understanding between cultures.

18. Educational institutions offering tourism programmes have also been involved in baseline surveys with the purpose of gathering more information on the incorporation of the Code's principles into academic curricula and/or into the general work programmes of education centres. The UNWTO Themis Foundation, which is in charge of promoting quality and efficiency in tourism education and training as well as in the development of human resources for the tourism sector, has taken a significant step forward by integrating a series of ethical requirements for those universities that wish to apply for the UNWTO TedQual Certification.[2]

B. Other UNWTO activities in line with the principles of the Global Code of Ethics

1. UNWTO and climate change

19. The interface between climate and tourism is multifaceted and highly complex.[3] Climate change is a phenomenon that is increasingly affecting the

[2] The UNWTO TedQual Certification system is a quality assurance system for tourism education, training and research; see www.unwto-themis.org/en/programmes/tedqual.

[3] Weather and climate information for tourism: www.unwto.org/climate/support/en/pdf/WCC3_TourismWhitePaper.pdf.

tourism sector and certain popular destinations, in particular, mountain regions and coastal destinations, among others. Tourism is estimated to account for 5 per cent of global greenhouse gas emissions, in particular through transport.

20. In line with the basic principles of the Global Code of Ethics for Tourism, UNWTO has for a number of years been working to raise awareness on climate change issues in the tourism sector. In 2003, the first International Conference on Climate Change and Tourism was organized by UNWTO in Tunisia with the support of several other United Nations agencies. This conference was followed by a second International Conference on Climate Change and Tourism held in Davos, Switzerland (2007). The two conferences resulted in the Djerba Declaration and the Davos Declaration on Climate Change and Tourism, respectively. The Djerba Declaration highlighted the obligation of the tourism industry to reduce its greenhouse gas emissions and recognized the two-way relationship between tourism and climate change. The Davos Declaration provided firm recommendations and a clear commitment for action to respond to the climate change challenge, including the urgent adoption of a range of sustainable tourism policies.

21. Consequent activities, which include consultations and high-level deliberations at the World Travel Market in London (2007) and at the thirteenth, fourteenth and fifteenth sessions of the Conference of the Parties to the United Nations Framework Convention on Climate Change (Bali, 2007; Poznan, 2008; and Copenhagen, 2009, respectively) and joint research publications and working documents, inter alia, reflect the significant work of UNWTO and its increasing role on climate issues. The Davos Declaration process has led to the following joint technical reports and publications: *Climate Change and Tourism: Responding to Global Challenges* (UNWTO and United Nations Environment Programme (UNEP), 2008); *International Seminar on Climate Change Adaptation and Mitigation in the Tourism Sector: Frameworks, Tools and Practices* (UNWTO, UNEP, the Oxford University Centre for the Environment and World Meteorological Organization, 2008); and *From Davos to Copenhagen and Beyond: Advancing Tourism's Response To Climate Change UNWTO Background Paper* (UNWTO, 2009).

22. Also with a view to promoting tourism development that is conducive to saving rare and precious resources, in particular water and energy (article 3.2 of the Code), UNWTO has undertaken a core partnership project on Hotel Energy Solutions (HES) with UNEP, the European Renewable Energy Council and other key stakeholders. The initiative has been developed to consolidate the UNWTO tourism sector climate response in line with European Union targets and the UNWTO Davos Declaration; adapt the tourism businesses and destinations to changing climate conditions; mitigate carbon dioxide emissions; and support investments in energy efficiency and renewable energy technologies. HES is co-funded by the Executive Agency for Competitiveness and Innovation. It may be adapted to specific regions in the world and presents substantial opportunities for capacity-building on the global level. An innovative HES e-toolkit will be used to disseminate information.

2. Tourism and biodiversity

23. Article 3 of the Global Code of Ethics notes that tourism is a factor for sustainable development. This entails safeguarding the physical and natural environment both on the generating side and the receiving side. Two important components that require consideration are the development and management of tourism, especially when considering particularly sensitive areas, such as deserts,

polar or high mountain regions, coastal areas, tropical forests or wetlands (art. 3.4). Tourism and biodiversity have a naturally symbiotic relationship in that tourism activities help to generate resources that could be used to properly develop and manage destinations with diverse ecosystems and, in turn, a clean and inviting environment adds value to an enjoyable experience for the tourist.

24. The United Nations designated 2010 as the International Year of Biodiversity, which will be coordinated by the secretariat for the Convention on Biological Diversity. UNWTO has strategically adopted the theme of "Tourism and biodiversity" for its 2010 World Tourism Day celebrations, which will be hosted on 27 September in Guangzhou, Guangdong Province, China. Additional UNWTO actions in recent years and in support of the International Year of Biodiversity 2010 have resulted in the joint creation in 2004, with the Government of Germany, of a special UNWTO Consulting Unit on Biodiversity and Sustainable Tourism in Tsunami Affected Countries (based in Bonn, Germany) and in the preparation of a number of publications addressing tourism and biodiversity. Several projects led by the Consulting Unit and also with support from the Tour Operators' Initiative have been launched.[4] UNWTO has also contributed to the development of *A Good Practice Guide — Tourism for Nature and Development* (Convention on Biological Diversity, 2009); and a brochure on linking tourism and biodiversity, inter alia.

3. Tourism and poverty reduction

25. Article 5.2 of the Code of Ethics notes that tourism policies should be applied in such a way as to help raise the standard of living of the populations of the regions visited, which is particularly important for deprived or remote communities in their fight against poverty. UNWTO has vast experience in providing technical assistance to countries and destinations in their efforts to develop tourism as an engine to foster socio-economic development and create decent employment opportunities, especially for disadvantaged groups. Aware of the enormous role tourism can play in fostering socio-economic development, UNWTO launched the ST-EP Programme (Sustainable Tourism for the Elimination of Poverty) at the Johannesburg World Summit on Sustainable Development in 2002. Its aim is to reduce poverty levels through developing and promoting sustainable forms of tourism. The ST-EP Programme develops and shares knowledge on the relation between tourism and poverty reduction, implements ST-EP projects to make the tourism sector work for the poor, and lobbies to get the poverty reduction potential of tourism included in the development agenda, namely in the poverty reduction strategy papers. Currently, 90 ST-EP projects have already been carried out or are being implemented in 31 countries in Africa, Asia, Latin America and the Balkans.

26. The ST-EP projects are enhancing the local economic impact from tourism in various ways, such as by providing training to local professionals working in the tourism sector, by improving the performance of small and medium enterprises involved in tourism, and by establishing pro-poor business linkages between tourism resorts and neighbouring communities. Contributing to employment growth is always an important objective in both the UNWTO technical cooperation projects and the ST-EP projects. An assessment of the ST-EP projects under implementation

[4] The Tour Operators' Initiative for Sustainable Tourism Development is a worldwide, voluntary, non-profit association of tour operators, who have made a commitment to work together through common activities to promote and disseminate methods and practices compatible with sustainable development (www.toinitiative.org/).

in the 2008-2009 biennium showed that members of some 12,500 households benefited directly from training and advisory services in order to obtain employment in large tourism enterprises, to provide goods and services to tourists and tourism enterprises, and to manage small and medium tourism enterprises.

4. Millennium Development Goal Achievement Fund

27. Efforts to accelerate the achievement of the Millennium Development Goals have increased in recent years. As part of the response, the Government of Spain agreed in 2006 with the United Nations Development Programme (UNDP) to commit €528 million to the Millennium Development Goal Achievement Fund (MDG-F). Under this joint fund, United Nations agencies, including UNWTO, collaborate to formulate and implement projects in various thematic areas, including environment and climate change; gender equality and women's empowerment; culture and development; youth employment and migration; and private sector and development. In several countries, UNWTO is actively involved in developing and implementing tourism components of the MDG-F projects, a number of which fall in line with the general principles of the Global Code of Ethics for Tourism.

28. There are currently 11 projects in which UNWTO is participating within the MDG-F framework. Six of the projects are in the Americas region (Ecuador, Honduras, Nicaragua and Peru), two in Africa (Egypt and Senegal) and two in Eastern Europe (Serbia and Turkey). Some interesting activities worth noting under the theme of culture and development have resulted, including in Nicaragua, in the development of "tourism circuits", which are designed to add economic value to cultural expressions as a means of promoting conservation of cultural sites and the preservation of traditions. In Egypt, the use of master plans, such as the Archaeological Master Plan, has been supported and has led to improved actions in addressing site preservation and their sustainable use by visiting tourists.

5. Tourism and gender

29. As a part of Millennium Development Goal 3 on gender equality and in line with article 2.2 of the Global Code of Ethics for Tourism, UNWTO launched in 2008 a Women in Tourism Initiative with the aim of analysing the status of women in the tourism sector and of recommending policies, programmes and concrete actions for their empowerment.

30. Within the aforementioned framework, UNWTO and the United Nations Development Fund for Women (UNIFEM) jointly commissioned a baseline report, completed in May 2009, which presented an overview of the current state of affairs in women's empowerment in tourism, summarized major issues and conclusions in this field of research and identified knowledge gaps. This report served as a basis for the preparation of the UNWTO/UNIFEM joint triennial global report on the role of women in tourism 2009-2011 (ongoing), aimed at raising awareness about the socio-economic opportunities that tourism can offer to women by highlighting the need for creating appropriate policies to promote women's empowerment and protecting women's rights in the context of tourism development.

31. Moreover, UNWTO and UNIFEM have recently embarked on the preparation of a Joint Empowerment Programme for Women in Tourism, which is intended to create employment opportunities for young women from disadvantaged areas

through education and training in the hotel industry, and their participation in the tourism supply chain.

6. UNWTO Task Force for the Protection of Children in Tourism

32. Article 2.3 of the Code of Ethics states that "the exploitation of human beings in any form, particularly sexual, especially when applied to children, conflicts with the fundamental aims of tourism and is the negation of tourism; as such, in accordance with international law, it should be energetically combated with the cooperation of all the States concerned".

33. With this principle in mind, UNWTO established over a decade ago an open-ended network with multi-stakeholder participation that was known until 2007 as the Task Force against the Sexual Exploitation of Children in Tourism. Its focus was to prevent and eradicate what is commonly known as "child sex tourism". From 2007 onwards, the word "sexual" was removed from the name of the Task Force, which broadened its mission to contribute to the prevention of all forms of exploitation of children (i.e. sexual exploitation, child labour and trafficking of children) that may occur in or could be linked to the tourism sector.

34. The biannual Task Force meetings, generally held in conjunction with major international tourism fairs, serve as a platform for the public and private sectors, non-governmental organizations (NGOs) and the media to disseminate awareness-raising and capacity-building actions and to exchange experiences and best practices among Governments, tourism companies and civil society.

35. At the London World Travel Market in 2008, UNWTO launched an international awareness-raising campaign to protect children in tourism in close collaboration with the NGO ECPAT International (End Child Prostitution, Child Pornography and Trafficking of Children for Sexual Purposes), the United Nations Children's Fund (UNICEF), the International Labour Organization (ILO) and relevant tourism associations. A series of campaign materials (leaflets, posters, stickers and a video clip) were produced, distributed and made available on the Internet. The latter information was also largely disseminated to UNWTO member States and affiliate members, as well as to tourists and travellers. The support received from tourism sector stakeholders, especially airlines, tour operators and hotel chains, has been particularly important for the success of this campaign.

7. Facilitation and non-discrimination in tourist travel

36. UNWTO has realized in recent years that, despite the great strides made in the last few decades in facilitating tourist travel, there is still room for considerable improvement in this area in the interests of all stakeholders in tourism development, especially as it refers to non-discrimination with regard to persons with disabilities and people living with HIV/AIDS. In accordance with article 13 of the Universal Declaration of Human Rights, the Code of Ethics affirms in its article 8 that tourists should benefit from liberty of movement without being subject to excessive formalities or discrimination.

37. In order to meet these gaps, the General Assembly of UNWTO adopted the Declaration on the Facilitation of Tourist Travel (resolution 578 (XVIII)) at its session held in Astana from 5 to 8 October 2009. Through this document, the UNWTO calls upon its member States to give priority consideration to measures

that facilitate tourist travel in areas such as tourist accessibility and travel by persons with disabilities, as well as concerning HIV-related travel restrictions that are still in place in a number of countries.

38. Moreover, the General Assembly of UNWTO has entrusted the UNWTO Secretary-General to seek advice from the World Committee on Tourism Ethics on ways to further facilitate the movement of tourists, with a special emphasis on these two groups of persons with disabilities and persons affected by HIV.

8. Tourism and persons with disabilities

39. Bearing in mind the preamble of the Convention on the Rights of Persons with Disabilities, which recognizes the importance of mainstreaming disability issues as an integral part of relevant strategies of sustainable development, the General Assembly of the UNWTO considered that responsible tourism was a necessary component of such strategies and that tourism policies and practices should be inclusive of persons with disabilities, the majority of whom live in developing countries.

40. Also in line with article 8 of the Global Code of Ethics, the General Assembly of the UNWTO therefore solemnly reaffirmed the principles it had enunciated in 1991 through its resolution 284(IX) entitled "Creating Tourism Opportunities for Handicapped People in the Nineties", and updated them in 2005 through resolution 492(XVI) entitled "Accessible Tourism for All", calling upon all States:

- To make their tourism sites and establishments accessible to persons with disabilities and to offer them special facilities at no additional charge to them.
- To offer special training to the staff of tourism sites and establishments and tourism-related services, preparing them for work with persons with disabilities.
- To publish clear and detailed information on existing receptive facilities for persons with disabilities as well as the problems they may encounter during their tourist travel.

41. Furthermore, in May 2008, to mark the entry into force of the Convention on the Rights of Persons with Disabilities, the Secretary-General of the UNWTO wrote to member States of the organization to remind them of their shared commitment towards ensuring full accessibility for disabled people to tourism services and facilities and invited them to strengthen their efforts towards improving the implementation of the recommendations included in the document "Accessible Tourism for All".

9. Tourism and employment

42. To be a beneficial activity for host countries and communities, tourism must involve local populations in its activities and equitably share with them the economic and social benefits it generates, in particular, with regard to the creation of direct and indirect jobs (article 5.1).

43. With tourism employment as a main focus, UNWTO convened the 5th International Conference on Tourism Statistics (Bali, Indonesia, March 2009) with the support of the United Nations Statistics Division of the Department of Economic and Social Affairs of the Secretariat, ILO and the Organization for Economic

Cooperation and Development. The conference had a twofold objective: (a) to discuss the way forward following the ratification of the new recommendations, as well as the adoption of the Tourism Satellite Account: Recommended Methodological Framework 2008; and (b) to address the issue of the measurement and quality of employment in the tourism industries.

44. One of the conclusions of the conference was that "it is essential to develop a better knowledge of employment in tourism. World poverty cannot be reduced without creating large numbers of jobs in the least developed countries. The current world economic crisis gives added urgency to the role of tourism in alleviating the growing unemployment in many industries worldwide ... With the increasing recognition of tourism's ability to provide employment, it is necessary that a greater focus be placed on its measurement and research regarding both the number and types of jobs. This is necessary to ensure that the full potential of tourism providing decent work opportunities will be achieved."[5] Additionally, the Bali Statement on Tourism Statistics and Employment recognized tourism "to be one of the largest generators of employment, especially for those segments of the population with less access to labour market, such as women, young people, immigrants and rural populations, there is a need for accurate, timely and comprehensive data on employment in the tourism industries".

45. The UNWTO Tourism Satellite Account (TSA) is a fundamental statistical instrument that has been designed to analyse the economic importance of tourism. The Bali Statement recommends that "governments and the private sector should cooperate to ensure the proper measurement of employment in the tourism industries in general, the number of jobs directly generated by tourism, as well as other variables such as hours of work, compensation and the seasonality of employment, and its distribution by gender, age, occupation, business type and size, etc.". It is important that the development of the TSA process be supported in particular by the national tourism administrations. A key recommendation was for "international and regional organizations, including UNESCAP, UNWTO, ILO, OECD and Eurostat, to pursue and strengthen the cooperation to promote TSA, protect the TSA brand and expand the use of TSA for business and policy actions. This should be done in close partnership with governments and other stakeholders involved in TSA developments".

C. UNWTO response to the global economic crisis: the road map for recovery — tourism and travel, a primary vehicle for job creation and economic recovery

46. In October 2008, the UNWTO Executive Council, recognizing the impact the global crisis was having on tourism, agreed at its 84th session to create a Tourism Resilience Committee, under the chairmanship of the Minister of Tourism of Egypt. The Committee aims to provide member States and the industry at large with close market monitoring, to share experiences on the impact of the global crisis on tourism and particularly on response measures implemented at the national level, to support public/private partnerships and to set policy guidance on how to overcome the crisis while maintaining coherence between short-term and long-term action.

[5] "The Bali Conference: UNWTO Findings and Evaluation", including the Bali Statement on Tourism Statistics and Employment: www.unwto.org/statistics/bali/findings_statement.pdf.

47. An intensive work programme has been carried out by the Committee, culminating in the presentation and approval by UNWTO members of the document "Roadmap for Recovery" during the last session of the General Assembly of UNWTO in Astana. One of the major aims of the road map was to advocate tourism's role as a key driver of job creation and economic growth in line with the principles of the Global Code of Ethics. The road map included a set of 15 recommendations based on three interlocking action areas: resilience, stimulus and green economy. The recommendations focus on job creation, training, travel facilitation and the transformation to a green economy. In this respect, they stress the potential of tourism to support short-term stimulus actions and a longer-term transformation to a green economy, coherent with development and climate change imperatives. They also encourage the inclusion of tourism in all green economy strategies, green tourism infrastructure investment and development, and the promotion of a green culture among suppliers, consumers and communities, following the principles of article 3 of the Global Code of Ethics.

48. Based on the conclusions of the 3rd meeting of the Tourism Resilience Committee, held during the General Assembly of UNWTO (October 2009), UNWTO has developed a first report on implementation of the road map covering the measures implemented by 75 countries worldwide on the basis of the three interlocking action areas (resilience, stimulus and green economy) of the road map and the corresponding recommendations.

49. The Committee has been instrumental in helping UNWTO members through the current economic crisis, which led to a 4 per cent decrease in international tourist arrivals and a 6 per cent decrease in receipts generated by international tourism. It allowed countries and private sector representatives to share experiences and solutions on how to minimize the impact of the crisis on tourism. At the same time, the road map has been the basis for strengthening the UNWTO role in promoting the contribution of tourism to sustainable development.

IV. Conclusion

50. Since the adoption of the Global Code of Ethics for Tourism and as noted through its initial report to the sixtieth session of the General Assembly of the United Nations (A/60/167) and in the present report, UNWTO has actively promoted the Code both through its World Committee and indirectly through its regular core activities. The nine principles set forth in the Code provide clear guidelines and recommendations that are both policy-driven and action-oriented for all tourism stakeholders, while the tenth is monitored and administered by the World Committee on Tourism Ethics. UNWTO remains committed to carrying out its activities under these guiding principles of the Code, in addition to leading and directing the international tourism community towards the practical implementation of the ethical norms and the respect of moral values in the sphere of travel and tourism incorporated in the Code.

51. Significant progress on the implementation of the Code has resulted in 49 member States having already incorporated the Code into their legislative texts, while 48 countries have indicated that the principles are being used to guide the development of new national laws and regulations. The active engagement of

member States in disseminating the Code has also been greatly enhanced through its translation into 43 national or local languages.

52. As it endeavours to assist its member States in achieving the Millennium Development Goals and working within the framework of One UN, much of the work of UNWTO is directly or indirectly in line with the Global Code of Ethics for Tourism and its principles. Issues such as climate change, biodiversity, poverty reduction, protection of vulnerable groups of population, economic and social sustainability of tourism development, empowerment of local and indigenous communities, access to education and training and to decent employment, as well as responsible business practices in the tourism sector constitute important areas of work for UNWTO, its members and tourism stakeholders. As such, the Global Code of Ethics has been instrumental in promoting and developing sustainable forms of tourism based upon ethical principles.

Annex

UNWTO surveys on the implementation of the Global Code of Ethics for Tourism

List of respondents (as at 30 June 2010)

UNWTO member States, associate members and permanent and special observers

1. Albania
2. Algeria
3. Angola
4. Argentina
5. Armenia
6. Australia
7. Austria
8. Azerbaijan
9. Bangladesh
10. Benin
11. Bhutan
12. Bolivia (Plurinational State of)
13. Botswana
14. Brazil
15. Burundi
16. Cambodia
17. Cameroon
18. Canada
19. Central African Republic
20. Chile
21. Colombia
22. Congo
23. Croatia
24. Costa Rica
25. Côte d'Ivoire
26. Cyprus
27. Czech Republic
28. Dominican Republic
29. Ecuador
30. Egypt
31. El Salvador
32. Eritrea
33. Ethiopia
34. Fiji
35. Flemish Community of Belgium
36. France
37. Gabon
38. Germany
39. Georgia
40. Ghana
41. Greece
42. Guatemala
43. Guinea
44. Guinea-Bissau
45. Honduras
46. Hong Kong, China
47. Hungary
48. Indonesia
49. Iran, Islamic Republic of
50. Israel
51. Italy
52. Jamaica
53. Japan
54. Jordan

55. Kenya
56. Kyrgyzstan
57. Latvia
58. Lesotho
59. Lithuania
60. Macao, China
61. Madagascar
62. Madeira, Portugal
63. Malawi
64. Malaysia
65. Mali
66. Malta
67. Mauritius
68. Mexico
69. Monaco
70. Montenegro
71. Morocco
72. Netherlands
73. Nicaragua
74. Niger
75. Nigeria
76. Oman
77. Panama
78. Paraguay
79. Peru
80. Philippines
81. Poland
82. Portugal
83. Puerto Rico
84. Republic of Korea
85. Republic of Moldova
86. Romania
87. Russian Federation
88. San Marino
89. Saudi Arabia
90. Senegal
91. Serbia
92. Seychelles
93. Slovakia
94. Slovenia
95. South Africa
96. Spain
97. Sri Lanka
98. St. Eustatius, Netherlands Antilles
99. Sudan
100. Swaziland
101. Syrian Arab Republic
102. Thailand
103. Togo
104. Turkey
105. Uganda
106. Ukraine
107. United Republic of Tanzania
108. Uruguay
109. Venezuela (Bolivarian Republic of)
110. Viet Nam
111. Zambia
112. Zimbabwe
113. Holy See (Permanent Observer)
114. Palestine (Special Observer)

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Information and communication technologies for development

Communication for development programmes in the United Nations system

Note by the Secretary-General

The Secretary-General has the honour to transmit to the General Assembly the report[1] of the Director-General of the United Nations Educational, Scientific and Cultural Organization submitted in accordance with General Assembly resolution 50/130.

* A/65/150.

[1] With contributions from the Food and Agriculture Organization of the United Nations (FAO), the International Labour Organization (ILO), the United Nations Development Programme (UNDP), the Department of Public Information (DPI), the United Nations Capital Development Fund (UNCDF), the United Nations Educational, Scientific and Cultural Organization (UNESCO), the United Nations Population Fund (UNFPA), the United Nations Children's Fund (UNICEF), the World Food Programme (WFP) and the World Bank.

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Report of the Director-General of the United Nations Educational, Scientific and Cultural Organization on the implementation of General Assembly resolution 50/130, including the recommendations of the eleventh United Nations Inter-Agency Round Table on Communication for Development

Summary

In its resolution 50/130, the General Assembly recognized the important role of communication for development programmes in the United Nations system to enhance the transparency of system-wide coordination within the United Nations system and also recognized the need further to facilitate Inter-Agency cooperation and to maximize the impact of the development programmes. The United Nations Inter-Agency Round Table on Communication for Development has provided the mechanism for exchange of experiences and, more recently, for discussing strategic planning and action on communication issues including within United Nations country teams. The ongoing focus on capacity-building, monitoring and evaluation will have long-term and sustainable consequences that will demonstrate the core value of communication in any development intervention.

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I. Introduction

1. The present report, prepared by the United Nations Educational, Scientific and Cultural Organization (UNESCO), is submitted pursuant to General Assembly resolution 50/130, in which the Assembly recognized the important role of communication for development programmes in the United Nations system, and the need further to facilitate inter-agency cooperation and to maximize the impact of the development programmes.

2. The definition of "communication for development" in General Assembly resolution 51/172 of 1996 stresses, inter alia, "the need to support two-way communication systems that enable dialogue and that allow communities to speak out, express their aspirations and concerns, and participate in the decisions that relate to their development". The General Assembly recognized the relevance for concerned actors, policymakers and decision makers to attribute increased importance to communication for development and encouraged them to include it as an integral component in the development of projects and programmes.

3. The General Assembly requested the Secretary-General, in consultation with the Director-General of UNESCO, to coordinate the United Nations Inter-Agency Round Table on Communication for Development on a biennial basis. The preparation of the present report is based on the contributions received from United Nations system organizations and presents their engagement in the implementation of communication for development and inter-agency collaborative mechanisms for effective and integrated follow-up of related actions.

II. The eleventh United Nations Inter-Agency Round Table on Communication for Development

4. The eleventh United Nations Inter-Agency Round Table on Communication for Development was co-hosted by the United Nations Development Programme (UNDP) and the World Bank from 11 to 13 March 2009 in Washington, D.C. on the theme "Moving communication for development up the international development agenda: demonstrating impact and positioning institutionally".

5. Participants in the Round Table included 14 United Nations agencies, funds and programmes[2] along with representatives of the United Nations Secretariat,[3] Organization for Economic Cooperation and Development/Development Assistance Committee (OECD/DAC), academia, civil society and donors. A total of 45 participants took part in the Round Table discussions.

6. The objectives of the Round Table articulated the need to review (a) current communication for development activities and impact across United Nations

[2] FAO, ILO, UNESCO, UNCDF, UNDP, UNFPA, UNICEF, the United Nations Development Fund for Women (UNIFEM), the United Nations Relief and Works Agency for Palestine Refugees in the Near East (UNRWA), WFP, the World Bank, the World Health Organization/Pan American Health Organization (WHO/PAHO).

[3] United Nations Department of Public Information, United Nations Chief Executives Board for Coordination, United Nations Development Operations Coordination Office/United Nations Development Group, United Nations Economic Commission for Africa, United Nations Environment Programme.

agencies, (b) the positioning and institutionalization of communication for development in the United Nations system, (c) the use of communication based research approaches to enhance country-level project design, monitoring and evaluation, and (d) communication for development skills enhancement, training and learning programmes.

7. Participating United Nations system organizations presented an overview about communication for development in their respective entities. The presentations demonstrated the diversity in which communication is practised in the United Nations system, ranging from the dissemination of material, crisis management, public relations, governance, participation, rights, behaviour and social change, media capacity-building, advocacy and social mobilization, use of information technologies and capacity-building.

8. They reiterated that the United Nations reform initiative "delivering as one" was an opportunity to (a) identify capacity gaps, (b) integrate communication for development practice in development planning particularly through the United Nations common country assessment and the United Nations Development Assistance Framework, poverty reduction strategy programmes, etc., and (c) introduce the use of diagnostic tools, such as UNESCO media development indicators and inter-agency monitoring and evaluation toolkits.

9. The Round Table agreed to articulate and promote communication for development at country and regional levels and to coordinate more closely with other agency mechanisms, including the United Nations Development Group. The possibilities for including communication for development in United Nations Development Assistance Framework guidelines were discussed and it was considered necessary to plan advocacy measures that would promote communication for development in policy guidelines within United Nations agencies to meet that goal. It was also considered important to produce practical tools that could demonstrate how communication for development contributes to programme priorities and to strengthen United Nations capacity through learning frameworks.

10. Based on the recommendations of two working groups, the Round Table decided to develop communication for development indicators and compile a range of tools and resource material available with different agencies and to pursue the institutionalization of communication for development, including integration in the United Nations Development Assistance Framework "90" rollout.

11. Participating United Nations system organizations agreed to (a) design and implement advocacy actions to integrate communication for development practice in national development plans, (b) develop communication monitoring and evaluation indicators that are valid for the United Nations system and its Member States, (c) introduce learning and capacity enhancement measures, and (d) consolidate case studies demonstrating the diverse approaches of communication for development practice in the United Nations system.

12. The offer of the United Nations Children's Fund (UNICEF) to host the twelfth Round Table, in 2011, was accepted unanimously with an expression of interest from the International Labour Organization (ILO) to co-host.

13. The Director-General of UNESCO has invited all heads of agencies to designate communication for development focal points and to become active

participants in shaping the agenda of the next Round Table. Overall, interest and response levels are positive but the ability to actively collaborate downstream faces common challenges.

14. The full text of the Washington recommendations adopted by the participants of the eleventh Round Table is attached as the annex to the present report.

III. Communication for development in the current United Nations context

15. During the reporting period, United Nations system organizations have been actively involved in strengthening or redesigning respective communication for development approaches, with a view to enhancing inter-agency collaboration within the United Nations "delivering as one" reform process.

16. Agencies' communication for development approaches fall within one or the other of the following: (a) developing enabling environments for free, independent and pluralistic media to foster the media's ability to engage beyond the role of an information conveyor to that of platforms for public debate, democratic participation and amplification of multiple "voices"; and (b) participatory and inclusive approaches driven and supported by a mix of communication and media methods, including interpersonal, indigenous/folk, print, broadcast and non-broadcast audio-visual and new media in order to mobilize, campaign and respond to a broad range of social development issues — from food security, agricultural production, governance, gender, livelihoods, early childhood development, environment, education and health to protection, HIV/AIDS, water and sanitation. The list is not exhaustive.

17. In this context, a United Nations inter-agency communication for development Research, Monitoring and Evaluation Resource Pack is being compiled by UNICEF to provide measurement tools that will guide its field officers to assess the impact of communication interventions in the achievement of the Millennium Development Goals. The development of a common learning and knowledge framework on communication for development is also being led by UNICEF in collaboration with the International Trade Centre UNCTAD/WTO-ILO and the World Bank and with support from UNDP and the Food and Agriculture Organization of the United Nations (FAO) of the United Nations (FAO).

18. UNESCO has invited all United Nations agencies to use its media development indicators to determine appropriate interventions in their efforts to build communication capacities for people to engage in the development discourse.

19. The Department of Public Information of the United Nations Secretariat is central to the communications work of the entire United Nations system. It reflects and disseminates the priorities and objectives of the Organization to the global constituency, both from its headquarters and through its network of 63 United Nations information centres around the world. The Department has put in place the United Nations Communications Group, which is a coordination mechanism that aligns its broad communications priorities and provides United Nations-system coherence to its information work.

20. The meeting platforms of the United Nations Communications Group, designed to showcase United Nations programme results and promote a coherent image of the United Nations have also been used to accommodate discussions on communication for development, particularly in some of the "One United Nations" pilot countries. United Nations communications groups have established themselves as the communications arm of United Nations country teams achieved by virtue of their knowledge of the local media and other key constituencies and their ability to address local partners in their own languages. That asset, if nurtured and directed strategically, could be used to further strengthen communication for development intervention at the country level.

IV. Communication for development strategies, frameworks and action within the United Nations system

Food and Agriculture Organization of the United Nations

21. FAO is currently undergoing an important reform that involves the Headquarters structure and decentralized offices in member countries and is moving forward with communication for development in a newly established Office of Knowledge Exchange, Research and Extension. The Office provides leadership towards an integrated approach to the generation, management, sharing, communication and transfer of knowledge and information related to food, agriculture and towards the sustainable use of the earth's natural resources, in order to respond to the knowledge, technology and capacity development needs of member countries and the fostering of research, innovation, extension and learning.

22. FAO has recently aligned its focus on communication for development in the capacity-building of member countries in the development and implementation of communication for development strategies and services within national agriculture and food security programmes with a focus on: (a) rural communication systems, and information and communications technologies appropriation in support of agricultural innovation; (b) community-based rural radio; and (c) communication for natural resources.

International Labour Organization

23. Communication for development methods and methodologies are employed with mass media-based strategies to aid in small enterprise development to tackle the lack of information on markets and regulations as well as cultural issues that sometimes deprive regions of employment opportunities. An effective and rich information environment enables informed decision-making, provides channels to reach existing and potential customers and supports an inclusive dialogue by amplifying the voice of business and workers to allow the development of relevant business and employment strategies and regulations.

24. Social dialogue between ILO tripartite constituents — Governments, workers and employers — provides the basis for a practically and conceptually well-prepared application of communication for development guiding principles. An inclusive approach also confers local credibility and facilitates partnerships to pursue capacity development, national ownership and participation to shift attitudes

and norms for social and behaviour change. Key results from the various interventions in Africa and Asia included improvements in job quality, occupational safety and health, fostering an entrepreneurial culture, and enhancing the voice of small business in policy and legislative processes.

25. Surveys and evaluations revealed that working with mass media achieved considerable scale reaching millions of the smallest entrepreneurs in Cambodia, China, Ghana, Uganda and Viet Nam. A recurrent finding at both the policy and enterprise level has been that media offer an efficient, innovative and sustainable means to provide populations in developing countries with tools to assume ownership of their economic development.

United Nations Development Programme

26. Communication for development is a critical driver in combating the political and social exclusion of poor people and in securing the participation essential to building a sense of common or national ownership of development plans and governance processes.

27. Communication for development is promoted through all practice areas in line with the UNDP 2008-2013 strategic plan, which recognizes the establishment of information and communication channels as a key approach to promoting inclusive participation, an essential component for pro-poor development and achieving the Millennium Development Goals. Communication for development continues to be an integral part of the Access to Information programme, but is also incorporated into other focus areas of democratic governance to enhance voice and participation of people and accountability of state institutions including through actions that support media and civil society.

28. A project entitled Communication for empowerment piloted national baseline assessments to identify information and communication needs of marginalized and vulnerable groups and to develop specific media strategies to address such needs in Ghana, Madagascar, Mozambique, the Lao People's Democratic Republic and Nepal. The findings in Asia highlighted the important role played by community radio in meeting the information and communication needs of the indigenous people, particularly in remote areas. The findings further increased the support for and demand from the Government to scale up a community radio initiative in 47 of the poorest districts in the Lao People's Democratic Republic. The UNDP Oslo Governance Centre partnered with the non-governmental organization Communication for Social Change Consortium (United States of America) to implement that project.

29. Regional information and communication exchange networks in Latin America and the Caribbean were established to strengthen the capacity of the afrodescendant organizations and to enhance their access to information. Currently, more than 20 relevant organizations are connected to the Internet in 13 countries in that region. Plans for developing a common website are under way to improve networking between the organizations. UNDP also provides capacity-building support to media and civil society organizations in anti-corruption norms, standards and practice to strengthen the watch-dog role of the media.

30. The establishment of Government information houses, support to develop communication strategies by national human rights institutions and using new information and communication technologies to enlarge information access are part of the UNDP communication for development actions.

United Nations Capital Development Fund

31. Operational in the world's 49 least developed countries, UNCDF manages communication capacity-building initiatives that are tailored to: (a) strengthen local development and inclusive finance; (b) promote increased participation and citizen engagement in local governance; and (c) increase planning and delivery of local services and infrastructures.

32. Low-income populations are considered likely to benefit from microfinance institutions and financial services that are transparent and allow their clients sufficient knowledge about financial management so that they can evaluate their options and make informed decisions.

33. The potential of cellular phones to build cash in/cash out networks is being researched to build a mobile phone-based money transaction system in Papua New Guinea, in collaboration with the International Finance Corporation. The reach of financial services are extended to low-income population groups by supporting innovations in mobile banking; promoting increased transparency of microfinance institutions; fostering public participation in local planning and budgeting; fostering local Government transparency; developing Government communications capacity and conducting evaluations to ascertain and address possible communication gaps between local officials and their constituents.

United Nations Children's Fund

34. Communication is cross-cutting for the fulfilment of the UNICEF mandate to advocate for the protection of children's rights, help to meet their basic needs and expand their opportunities to reach their full potential. Communication for development has been incorporated as a key element for disaster preparedness, response and recovery in a revised "Core commitments for children in humanitarian action" and has been integrated as a cross-cutting element within the 2006-2011 medium-term strategic plan centred around a gender equality, children and adolescents programme focus. One of the five key performance indicators in its new country programme documents is made up of inclusive participatory communication for development approaches. A policy and practice communication for development position paper has been prepared to guide more than 450 country-level programme staff.

35. UNICEF is leading a learning and capacity initiative and research, monitoring and evaluation resource pack recommended by the eleventh United Nations Inter-Agency Round Table. UNICEF has focused the development of a common communication for development learning framework on mapping of efforts and building synergies among respective agencies, which has been challenging due to diverse mandates and programming priorities. It has therefore changed strategy and is working on a less ambitious and limited scope with FAO to build communication for development baseline knowledge and skills for country-level staff members

underlining the respective and independent policy approaches of the two organizations. As a result, communication for development learning workshops have been held in Bangladesh and in Rwanda involving UNDP, the United Nations Population Fund (UNFPA), the World Food Programme (WFP) and the International Organization for Migration in the former. Additional workshops have been planned in 2010 to take place in the United Republic of Tanzania, Nicaragua, Morocco and Kosovo. As those learning and training efforts mature across agencies, key lessons and common elements will be identified and pooled together to generate a wider common learning framework and principles.

36. There is growing international recognition of the potential threat of emerging infectious diseases arising from the animal-human-ecosystems interface which threatens to undermine development. The involvement of UNICEF in preventing the spread of the avian influenza has extended into the One Health initiative and is playing a leading role within that framework on communication for behaviour and social change interventions.

37. UNICEF has collaborated with academic institutions to introduce a Master's degree programme in communication for development (in Egypt), a children's rights curriculum in journalism schools (in Central and Eastern Europe) and communication for development university-level courses (in Colombia, Paraguay, Nicaragua, Dominican Republic, Thailand, Peru and Bolivia (Plurinational State of)).

United Nations Population Fund

38. Evidence from maternal health programmes is communicated to the public using packages that highlight the Organization's work and showcase testimonies and positive change obtained through maternal health programming. Communication for development advocacy and behavioural change methods are designed around rights-based issues to provide young people with educational games and activities that highlight unsafe practices, mobilize male involvement in reproductive health and initiate dialogue on culturally sensitive reproductive health issues. Interactive radio programmes are used to create prevention messages and media workers are encouraged to demonstrate their skills through competitions on media content development for reproductive health. Much of the communication for development advocacy work promotes maternal health in areas where Government capacity is weak and helps marginalized people to claim rights where livelihood strategies are challenged due to limited access to resources, land, food security and disease prevention.

39. New media is utilized to foster social change leading to increased male involvement in reproductive health and by highlighting barriers to reproductive health. Behaviour change communication materials, dialogue with young people and social mobilization campaigns on sexual and reproductive health and HIV prevention have been a core focus of UNFPA actions largely in Africa, Asia and the Caribbean.

40. Reproductive health experts are working in partnership with communication specialists in four African countries to demonstrate changes in maternal health programming over a two-year period based on an agreed set of maternal health indicators. By using evidence to show what is working and what is not, project

teams in each country can make compelling arguments for improvements to funding, capacity and programme design.

United Nations Educational, Scientific and Cultural Organization

41. The United Nations Inter-Agency Round Table on Communication for Development, convened biennially by UNESCO, plays a significant role in bringing together United Nations agencies and international partners to discuss and debate the crucial role of communication for development, as well as its current practices.

42. UNESCO has taken steps to facilitate the fulfilment of that requirement: upstream, by promoting standard-setting tools, enabling community media policy and forming strategic alliances and partnerships including in the United Nations system; downstream, through support to build media institutional and professional capacities; facilitate professional networks, strengthen United Nations system collaboration within the context of the common country assessment/United Nations Development Framework processes and increase interaction between key actors and stakeholders.

43. The media development indicators endorsed by the Intergovernmental Council of the International Programme for the Development of Communication are a significant contribution made by UNESCO at the upstream level. The indicators set the agenda around which the United Nations system can rally to identify gaps in the media sector. They facilitate a holistic and coordinated United Nations approach to enable a communication for development environment in the Member States. The indicators are modelled to assess the extent to which a media system contributes to, and benefits from, good governance and democratic participation by examining specific or a combination of categories that make up a free, independent and pluralistic media environment, notably: (a) system of regulation; (b) plurality and diversity of media; (c) media as a platform for democratic discourse; (d) professional capacity-building; and (e) infrastructural capacity. In their totality, the media development indicators aspire towards the construction of media ecologies to ensure democratic participation, media pluralism and diversity. They serve as an important tool for guiding the efforts of both State and non-State actors working in the area of media development. They were effectively used in multi-stakeholder assessments to identify development gaps in the media landscapes of Bhutan, Croatia, Ecuador, Maldives and Mozambique for which recommendations are transmitted to the relevant United Nations country teams, as well as State and non-State actors.

44. A series of field studies carried out by UNESCO in Mozambique, Pakistan, Rwanda, Uganda, the United Republic of Tanzania and Uruguay have contributed to the identification of entry points for communication for development approaches and practice in the United Nations common country assessment and the United Nations development assistance framework. The assessments indicate that professional communication practice is limited and professional journalistic practice is to some extent compromised as a result of inadequate attention to communication capacities in development planning processes, including the framework of the United Nations common country assessment and the United Nations development assistance framework. On one hand, reporting is limited and news in the development sector relies heavily on press releases from the international

development community, often published in its original form. On the other hand, communication professions, where exercised among development stakeholders, are often restricted to public information practice. Such limitations compound the compromise on communication and media as a sector which is already faced by weak regulatory systems, poor access to information and insufficient institutional and professional capacity.

45. Upstream, the United Nations Inter-Agency Round Table on Communication for Development was used to carry out internal dialogue to which relevant United Nations system organizations responded by mobilizing support from their internal management and by documenting their respective communication development approach demonstrating transparency in implementation. Downstream, United Nations country teams recognize the need for good media ecology and have shown empathy towards the deplorable conditions that journalists face in performing their function and reflected goodwill to facilitate the integration of key communication indicators in development planning.

46. Studies emphasize that more work has to be done with United Nations country teams to instil communication for development within joint country programming.

47. The "delivering as one" reform process has been taken up as an opportunity to introduce relevant linkages and to improve overall awareness and institutional support for communication for development in United Nations country teams. In this respect, UNESCO field offices have helped to raise awareness about communication for development in more than 10 United Nations country teams.[4] Specific outcomes that mark initial steps include: a multi-stakeholder working group on communication for development in Uruguay; a communication for development strategy proposal for the United Nations Development Assistance Framework in Chile and Mozambique; support to a first national policy on communication for development in the Niger; a joint national communication for development strategic planning exercise involving the United Nations country teams and the Ministry of Information in Rwanda, as well as preliminary communication for development interventions planned in the United Nations common country assessment and the United Nations development assistance framework of Kazakhstan, Tajikistan, the Cook Islands, Niue, Samoa and Tokelau.

48. The development of pluralistic media is a priority focus in all downstream actions carried out by UNESCO to promote people's empowerment and active participation in their own development. People's engagement in development discourse requires different levels of media operations and functions, including at the community and grass-roots levels. Public participation underpins the purpose of community media, which is distinct and different from national media.

49. UNESCO action to empower marginalized communities with access to information expanded an informed development discourse and introduced opportunities for community radio and community multimedia centres in

[4] Cameroon, Chile, the Cook Islands, Kazakhstan, Mozambique, the Niger, Niue, the Philippines, Rwanda, Samoa, Tajikistan, Tokelau, Uganda, the United Republic of Tanzania and Uruguay.

37 countries[5] in all regions, including 20 in Africa. Policy advocacy in support of community media has taken great strides in countries like Bangladesh and India; at upstream level, UNESCO launched a process to identify good practices in the areas of policy and legislation, management and sustainability, innovative programming and evidence of impact. An expert group meeting drew attention to the use of mobile phones as a delivery platform for media services. Two regional meetings in Namibia and in Mauritania encouraged legal recognition of and support to community radio through enabling legislations, transparent licensing and discounted licence tariffs. However, in many countries significant reorientation is needed to introduce community media broadcasting regulatory policies. An analysis about the potential for mobile-friendly audio or visual content generated by community media in developing country contexts is also under way.

50. At the downstream level UNESCO launched 26 regional and 107 national media development projects related to freedom of expression, community media and training of media professionals in 71 countries for a total of $3.7 million dollars through the International Programme for the Development of Communication.

51. UNESCO has introduced a widely acknowledged model curricula on journalism education as a standard for journalism education at the tertiary level. The curricula are based on a comprehensive and multidisciplinary approach and are being adapted by 54 journalism schools in 44 developing countries. Specific courses cover public health, politics, environment, education, social movement, science, business, sport and culture, media management, media economics and media law, in addition to foundation courses.

52. Similarly UNESCO criteria for excellence in journalism education have been adapted by 21 potential centres of excellence and of reference in journalism education in Africa. The centres are progressively fulfilling conditions to arrive at a standard of excellence with sustained support from the International Programme and the regular programme. The experience in Africa has led to a similar initiative by three UNESCO cluster offices in Latin America.

53. The UNESCO strategy to partner with media on education for sustainable development issues attracted considerable interest and led to the first International Conference "Broadcast Media and Climate Change" organized in collaboration with the United Nations Environment Programme (Paris, September 2009). The event resulted in the exchange of six hours of broadcast content among national broadcasters to raise awareness on climate change in over 150 countries. The Paris Declaration adopted by the conference stressed that access to relevant information on climate change was vital to sustain a living planet and for the survival of human beings. The stakeholders committed to improve the quality and quantity of content relating to climate change through capacity-building, networking and programme exchange. In this direction, UNESCO made a significant contribution by building a core of 230 media trainers to support capacity-building efforts in 56 countries. The model training manual *Media as Partners in Education for Sustainable Development: A Training and Resource Kit* was produced in three major languages

[5] Angola, Armenia, Bangladesh, Benin, Cameroon, Chad, Chile, the Congo (training), Côte d'Ivoire, East Timor, Ecuador, Gabon, Gambia, Ghana, Guyana, India, Jamaica, Kenya, Kyrgyzstan, Mali, Malawi (training), Mauritania (training), Mozambique, Namibia, Nepal, Nicaragua, Palau, Paraguay, the Republic of Moldova, Saint Kitts and Nevis, Senegal, Somalia, Thailand, Uganda, the United Republic of Tanzania, Vanuatu and Zambia.

to sustain continued training in reporting sustainable development issues, including climate change, water and biodiversity. A similar model was developed for TV trainers based on the UNESCO Network of TV Producers on HIV and AIDS, a content development and capacity-building platform that has assisted 230 TV producers in 74 countries to produce more than 100 short documentaries on HIV and AIDS.

54. Communication for development programmes cannot be effective without the conscious engagement of women in capacity-building platforms and decision-making. To highlight the need for gender balance in media professions and to bring gender perspectives into media content, UNESCO implemented the "Women Make the News" online campaign and forum. A Global Report on the Status of Women in the News Media in 66 countries was prepared in collaboration with the International Women's Media Foundation. The international conference "Ethics and Gender — Bringing Equality in the Newsroom" (Brussels) and a publication entitled "Getting the balance right: gender equality in journalism" was produced in collaboration with the International Federation of Journalists. Some 36 media executives from Mali and another 20 from Burkina Faso were trained on gender and information and communication technologies.

55. Technology advancement in mobile phones and devices are increasing opportunities for people to communicate. Media literacy, a critical challenge, enhances people's capacity to understand and evaluate conditions for and functions of the media, including basic competencies in media content production. UNESCO has developed a universal model on media and information literacy as a key component of teacher education; assisted the Commonwealth Broadcasting Association to launch guidelines for user-generated content and conducted four regional workshops to train trainers to enhance teachers' ability to impart media and information literacy with schoolchildren in the teaching-learning process.

World Food Programme

56. In its efforts to strengthen the capacity of countries to protect livelihoods in emergencies and reduce chronic hunger and undernutrition, WFP uses communication for development methods in formative research to test micronutrients for children under the age of 3 and through social marketing to ensure proper use of relevant micronutrient products. Participatory and focus group methods are used to engage people working in the transport sector in HIV prevention.

World Bank

57. The Operational Communication Department of the External Affairs Vice-Presidency continues to plan and implement communication interventions to enhance development effectiveness. It places emphasis on information systems and processes as key cross-cutting elements in socio-political and economic dynamics of societies. All media actors and civil society are considered critical actors in development. Its strategic approach has evolved with a focus on the integration of information and communication tools in all projects and programmes. Systematic and long-term engagement, as opposed to ad hoc or occasional one-way

communication interventions, are a priority for the organization. Deeper understanding and technical and experiential knowledge to address communication challenges is considered critical for ensuring the effective engagement of stakeholders in achieving better development results.

V. Collaborative action among United Nations agencies, programmes and funds

58. Independent and joint country-level initiatives to build communication for development knowledge and skills of staff members have been carried out by UNICEF and FAO. In 2009, communication for development learning workshops were undertaken in several regions. For example, in Bangladesh, UNDP, UNFPA, WFP and IOM participated in communication for development training organized by UNICEF. The One United Nations team in Rwanda, jointly with the Ministry of Information, organized a five-day learning communication for development workshop for Government and United Nations communication professionals. UNDP and UNESCO organized a workshop for communication officers of the Moscow United Nations country team. For 2010, five-day training workshops led by UNICEF are being planned in the United Republic of Tanzania, Nicaragua, Morocco and Kosovo. Many of these will include national and subnational counterparts, United Nations partners as well as members of civil society and non-governmental organizations. As these learning and training efforts mature across agencies, key lessons and elements will be identified and consolidated to generate a common learning framework and principles.

59. A working group composed of ILO, UNDP, UNESCO and UNICEF has carried out independent and joint advocacy efforts at the headquarters and country levels to draw more attention to communication for development. Wherever possible, United Nations communication groups, their principals and representatives of the Department of Public Information of the Secretariat have been invited to meetings, provided with briefings and called upon for collaboration.

60. FAO and the United Nations Permanent Forum on Indigenous Issues are promoting initiatives to enhance indigenous people's capacities through a series of consultations and networking activities. In particular, the communication for development approach has been applied to sustainable natural resources management in the context of climate change adaptation in the agricultural, forestry and fisheries sectors.

61. UNESCO, together with the International Telecommunication Union, the United Nations Conference on Trade and Development, the Department of Economic and Social Affairs, the Economic Commission for Africa, the Economic Commission for Europe, the Economic Commission for Latin America and the Caribbean, the United Nations Human Settlements Programme (UN-Habitat), the United Nations Industrial Development Organization, the United Nations Institute for Training and Research, the United Nations Office on Drugs and Crime, the World Intellectual Property Organization and the World Meteorological Organization, is engaged in shaping the overall multi-stakeholder coordination of the implementation of action lines emanating from the World Summit for the Information Society.

62. UNESCO led the first international conference "Broadcast Media and Climate Change", organized in collaboration with UNEP (Paris, September 2009). The event resulted in the exchange of six hours of broadcast content among national broadcasters in 150 countries and the Paris Declaration adopted by the conference stressing "access to relevant information on climate change is vital to sustain a living planet and for the survival of human beings". The stakeholders committed to improve the quality and quantity of content relating to climate change through capacity-building, networking and programme exchange.

63. UNDP is leading communication for development advocacy efforts and has produced an inter-agency booklet that describes communication for development approaches in the United Nations system, along with relevant case studies including from FAO, ILO, the Joint United Nations Programme on HIV/AIDS, UNESCO and UNICEF. UNDP has provided support for the development of community radio and community multimedia centres in Bakassi, Cameroon, in collaboration with UNESCO.

64. UNICEF is leading (a) the preparatory phase of the twelfth United Nations Inter-Agency Round Table on Communication for Development, which will be held in 2011, and (b) the implementation of a learning and capacity initiative and research, monitoring and evaluation resource pack recommended by the eleventh United Nations Inter-Agency Round Table.

65. Communication for development is a key component of the Government of Bangladesh's Maternal and Neo-Natal Initiative which UNICEF, UNFPA, WHO and the World Bank are jointly implementing in four districts under the United Nations Secretary-General's Health 4 initiative.

VI. Country-level communication for development projects by theme

Community media enhancing voice and engaging participation

66. Three community radios in Mozambique will be integrating telecentre facilities to upgrade their service to community multimedia centres. The UNESCO-supported project will also strengthen the existing countrywide community multimedia centre network. A model for community-based content production is being piloted and involves engaging local development committees in planning and implementing each community multimedia centre workplan.

67. In Jamaica, the Caribbean's first mobile community media centre iStreet Lab was launched in an inner-city community of Kingston. It is configured in a wheeled garbage disposal bin consisting of laptop computers, a radio transmitter, an electronic community newspaper, as well as wireless Internet access and other peripherals. Two radio stations became operational during the reporting period: JET FM 88.1 Voice of the Hills of St. Mary and the first farmer association radio.

68. FAO organized technical consultations with various partner organizations to identify recurring issues in rural radio projects and activities, promote information exchange about ongoing initiatives and explore collaborative partnerships within specific developing countries implementing rural radio projects. An ongoing dialogue is under way with the Technical Centre for Agricultural and Rural

Cooperation, the German Agency for Technical Cooperation, Panos, Fondation Hirondelle, Radio Netherlands Training Centre, Farm Radio International and the World Association of Community Radio Broadcasters.

69. UNICEF and the Bangladesh Network for Radio and Communication are working to strengthen the engagement of radio operators with their communities and to introduce child-to-child production methodologies to increase content relevance for all age groups. UNICEF advocated the issue of additional community radio licences to the Ministry of Information and Parliament and spearheaded discussions with the United Nations Communications Group to explore and synergize efforts to support community radio.

70. Communication for empowerment of Asia's indigenous peoples is a UNDP-supported initiative that conducted information and communication needs assessment in the Lao People's Democratic Republic and Nepal among indigenous people. In the Lao People's Democratic Republic, the assessments highlighted the important role played by community radios in meeting the information and communication needs of the indigenous people, particularly in remote areas. The findings further increased the support for and demand from the Government to scale up a community radio initiative in all 47 poorest districts in that country.

Gender balance in media professions and gender perspectives in media content

71. In Egypt, a joint programme between UNICEF and the United Nations Development Fund for Women, begun in 2008, aims to monitor how women are portrayed in the Egyptian media and advocates improved quality and coverage of women in print and broadcast media with policymakers and media managers.

72. The relevance of freedom of information as a tool for advancing women's rights and empowerment in Africa was highlighted at a round table hosted by UNESCO in Paris where the resource book containing a compilation of case studies from Cameroon, Ghana, Kenya, South Africa and Zambia Freedom of Information (FOI) and Women's Rights in Africa was launched. Recommendations to correct the imbalance of the male to female ratio working in media and the stereotypical representation of women in media coverage were passed by a regional round table also supported by UNESCO.

Local development, governance and inclusive finance

73. The UNDP Communication for empowerment project is supporting Government information houses in three districts of East Timor and promoting synergies between local media and civil society organizations to strengthen marginalized people's access to information and communication channels in order for them to engage with local authorities around local development issues.

74. UNCDF is creating new opportunities for poor people and their communities by increasing access to microfinance and investment capital. Programmes are designed to catalyse larger capital flows from the private sector, national Governments and development partners for maximum impact towards achieving the Millennium Development Goals. Accountability by Government officials is being strengthened through increased public access to information and public awareness about the roles and responsibilities of local government. Transparency initiatives and financial literacy training have been found to strengthen communication

between financial service providers and their beneficiaries. UNCDF works in partnership with a microfinance transparency initiative to ensure reporting on the effective interest rate on credit projects. A financial competency baseline survey is in place to assess financial training needs and to develop appropriate training modules for vulnerable groups.

75. The World Bank's Governance Practice Group is implementing the programme Communication for Governance and Accountability Program to strengthen the role of communication in governance reform. Three major approaches are based on process, structural, and capacity-building levels and respectively address critical political economy issues, the public sphere in the design of governance programmes and increasing capacity of researchers, communication practitioners and reform managers in developing countries.

Participation and citizen engagement

76. UNCDF participatory planning methods in local development programmes encourage greater community involvement in the selection and prioritization of public services and infrastructure development. In Yemen, Bangladesh, and Timor-Leste, Government transparency and downstream accountability to citizens have bolstered capacity. Public information boards display local government functions, decisions and budgets. A baseline survey on public awareness about local government issues has been conducted and a performance-based small grants scheme is in place to sustain information access. As a result, the Union Parishad in Bangladesh has more than doubled the frequency of communication between constituents and their representatives and participation rates in local planning meetings. In Yemen, inclusive approaches have increased women's participation in planning meetings. In Timor-Leste information supply has been strengthened through the establishment of a communications unit within the Ministry of State Administration and Territorial Management, training of Government officials and civic education modules.

77. In Kyrgyzstan, an automated information system "Aiyl" is a component of a UNDP supported e-Government project offering e-health services to communities through several dozen rural municipalities. E-governance provides new and innovative communication channels to enhance interface between the public and State institutions.

Information and message dissemination through the media and civil society organizations

78. UNDP in the former Yugoslav Republic of Macedonia provides capacity-building support to media and civil society organizations in anti-corruption norms, standards and practice and enables them to play a watch-dog role. The project Fighting corruption to improve governance provided training in investigative journalism to 30 journalists contributing to the establishment of an informal network of investigative journalists from national and local media.

79. In Uganda, UNCDF supports radio programmes that highlight issues in local governance. It facilitates media visits to generate human-interest stories and increase public awareness of programme benefits.

80. UNICEF is forging alliances with the Bangladesh Network of Radio and Communication to encourage and support radio production that promotes community engagement and child-to-child radio programmes. A database with cell phone and other information of those journalists is being created to facilitate messages/information dissemination at the local level.

81. Morocco's National Observatory of Child Rights and UNICEF are producing an annual report on the situation of children in the media. The report contributes to advocacy for youth to be involved in the media more regularly and encourages journalists to respect principles for ethical reporting on children.

82. In Cambodia, UNFPA and UNESCO supported the screening of short films at a street festival to highlight barriers to reproductive health services and unsafe practices associated with rural births.

83. UNFPA is presenting awards to media workers across the English and Dutch-speaking Caribbean for their contribution to a wide range of population and development issues.

84. In Guinea, UNFPA has signed a contract with 10 rural and 5 urban radio stations to train radio hosts on themes such as gender, reproductive health and population issues, using voices from everyday life and talking about subjects that are often difficult and taboo.

85. In Bosnia and Herzegovina, UNICEF has supported the local non-governmental organization "The genesis project", to undertake mine-risk education, to teach children about the risks posed by landmines, unexploded ordnance and firearms. The genesis project has used puppet shows, TV programmes, peer education and games and stories in this ongoing effort.

86. In Somalia, UNFPA and BBC World Service Trust have piloted a "Humanitarian Lifeline" radio programme to improve information access on health and security to internally displaced people, refugees and migrants.

87. As part of the United Nations Secretary-General's campaign UNITE to end violence against women, UNFPA has supported the design of a football-based video game for boys aged 8-15 years called "Breakaway" to be launched in English, French and Spanish.

Social mobilization and behavioural change advocacy in maternal and reproductive health

88. The WFP River of Hope is part of the United Nations Joint Programme's Transporting Hope project in the Democratic Republic of the Congo. The project contains a variety of HIV and AIDS communication activities that use focus groups and participatory activities to address stigma and discrimination and to train peer educators among river boat crews. A team of five outreach workers travel on the Kinshasa-Kisangani route to engage river boat crews, taxi boat drivers, fishermen, sex workers and river communities in HIV prevention and counselling.

89. UNFPA uses communication for development in Indonesia to increase male involvement in reproductive health; in Viet Nam, to produce and distribute behaviour change communication materials on sexual and reproductive health and HIV prevention; in Myanmar to promote behaviour change communication for reproductive health through the participation of community members themselves; in

Mongolia to support a reproductive health campaign called "I Love Myself, and You", and in Benin, social mobilization sessions on the reduction of maternal mortality.

90. In Jordan, the Ma'An inter-agency campaign, launched in November 2009, aims to reduce the high levels of physical and verbal abuse of children in all public schools and those run by the United Nations Relief and Works Agency for Palestine Refugees in the Near East.

Partnerships with faith-based groups, parliamentarians and human rights institutions

91. In the Democratic Republic of the Congo, Kenya and Nigeria, UNICEF has agreements with several faith-based organizations to underline and communicate actions that require people's participation on social issues that range from sanitation and hygiene to early marriage for girls. In early 2010, UNICEF and the non-governmental organization Religions for Peace published an advocacy booklet entitled From Commitment to Action: What Religious Communities Can Do to Eliminate Violence against Children. UNICEF works with networks of religious leaders involving over 2,000 Imams and 75 Buddhist monks from indigenous groups in Bangladesh.

92. In the Islamic Republic of Iran, UNFPA has started a dialogue with religious leaders and parliamentarians for communicating culturally sensitive reproductive health issues to the public. With UNFPA support, the Iranian parliament is establishing a Population and Development Committee — the first official link between the Parliament of the Islamic Republic of Iran and the United Nations.

93. The UNDP Bratislava Regional Centre has trained national human rights institutions and other participating institutions from the Commonwealth of Independent States to develop and implement communication strategies in protection and promotion of human rights.

Social marketing

94. WFP worked with communities to brand and develop communication materials on the proper use of micronutrient powder to prevent stunting and anaemia in 6 to 24-month-old children.

VII. Conclusions and recommendations

95. The growing interest in mainstreaming and integrating communication for development across United Nations system organizations needs to materialize in concrete actions at the country level to ensure that communication for development is well positioned and resourced within United Nations system programming.

96. The United Nations Inter-Agency Round Table on Communication for Development should seek to establish formal linkages with the United Nations Development Group as an essential step in ensuring a harmonized and coherent working approach in the field. This is expected to resolve some of the common challenges, particularly those related to the prioritization of communication for development within the United Nations Development Assistance Framework.

97. The United Nations Inter-Agency Round Table on Communication for Development will continue to be a useful mechanism for streamlining strategic planning and action on communication issues and for starting a dialogue within United Nations country teams. The ongoing focus on capacity-building and monitoring and evaluation will have long-term and sustainable consequences.

98. The United Nations Inter-Agency Round Table assures cross-fertilization of ideas and opinion on communication for development with the United Nations Communications Group thus emphasizing distinctions and complementarities that exist between communication for development programmes versus those designed to heighten the visibility of the United Nations.

99. In the context of the ongoing United Nations reform process, it would be important to ascertain resource allocation to prioritize communication for development in all programmatic areas of agencies, funds and programmes, including training of United Nations staff on communication for development in this domain.

100. The Round Table process and recommendations need to be recognized at all levels of management so that commitment is institutionalized and long term.

101. The programming focus within each United Nations agency varies at the inter-agency level. Communication for development approaches may be diverse, but should remain coherent and complementary with the intention to "Deliver as one". Continued investments need to be made to enhance communication for development capacity, particularly with United Nations country teams and Member States through learning and round tables, training programmes, enhanced collection and analysis of knowledge and data, information dissemination and sharing related to communication for development.

Annex

Recommendations of the eleventh United Nations Inter-Agency Round Table on Communication for Development

Recommendations for positioning institutionally

1. Develop a United Nations Round Table advocacy strategy for communication for development (i.e. packaging the product), including:

(a) Document good practices in key communication for development programmes (e.g. Rwanda, Pakistan and others) and distribute to key actors effectively. By the end of 2009, this effort will be led by UNESCO in collaboration with FAO, UNDP, UNFPA, and UNICEF;

(b) Produce the United Nations communication for development booklet by the end of 2009. UNDP will lead this effort in collaboration with the World Bank, UNESCO, ILO, FAO and the World Health Organization/Pan American Health Organization.

2. Provide a common learning and knowledge framework on communication for development that is able to enhance United Nations capacities and those of Government and external actors. A proposal is to be submitted to United Nations system organizations by the end of 2010. The learning and capacity-building effort will be led by UNICEF, International Trade Centre UNCTAD/WTO-ILO, and the World Bank, UNDP and FAO agree to collaborate.

Develop an inter-agency knowledge management platform on communication for development; UNDP will be the lead organization for this activity.

3. Articulate and promote communication for development at the country and regional levels. The following agencies agreed to participate in this activity: UNESCO, the World Bank, UNFPA, ECA, WHO/PAHO, and UNCDF.

4. Promote communication for development through regional and other inter-agency mechanisms including regional coordinating mechanisms, the United Nations Development Group, the United Nations Communications Group, the United Nations Group on the Information Society, the United Nations Evaluation Group and platforms such as WebDev. All agencies will contribute to this effort; the result will be reported at the twelfth Round Table.

Recommendations for strengthening monitoring and evaluation in communication for development

By the end of 2010, establish an inter-agency working group to develop a common monitoring and evaluation framework for communication for development; UNDP will lead this effort in collaboration with ILO, FAO, UNESCO, UNICEF, the World Bank, and WHO/PAHO. The following four steps were indicated:

(a) Agreed spectrum of approaches across all agencies;

(b) Compile and synthesize sets of indicators and methodologies;

(c) Compile and synthesize drafts of existing guidelines and tools;

(d) Document the existing monitoring and evaluation framework.

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Questions relating to information

Report of the Secretary-General

Summary

The present report, prepared in response to General Assembly resolution 64/96 B, provides highlights of recent strategic communications work of the Department of Public Information of the Secretariat on such key issues as the Millennium Development Goals, international peace and security, human rights, the question of Palestine and the New Partnership for Africa's Development. The activities of the network of United Nations information centres, whose support is crucial to the implementation of the Department's communications campaigns, are also reviewed. The report highlights the Department's services to the media and civil society, with a particular emphasis on the expanded use of new information and communications technologies. It also provides an update on the Department's educational outreach activities, including the organization of a global Model United Nations for university-level students and the newly launched Academic Impact Initiative involving institutions of higher learning worldwide.

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I. Introduction

1. In paragraph 83 of its resolution 64/96 B, the General Assembly requested the Secretary-General to report to the Committee on Information at its thirty-second session and to the General Assembly at its sixty-fifth session on the activities of the Department of Public Information and on the implementation of all recommendations and requests contained in that resolution. Accordingly, the Department submitted three reports for consideration by the Committee on Information at its thirty-second session, held from 26 April to 7 May 2010 (A/AC.198/2010/2, 3 and 4). The deliberations of the Committee with regard to those reports are reflected in its report to the Assembly (A/65/21).

2. The present report updates the information provided to the Committee on Information at its thirty-second session, and describes activities undertaken by the Department from February to July 2010 through its three subprogrammes: strategic communications services, news services and outreach services.

II. Strategic communications services

A. Thematic issues

Millennium Development Goals

3. To build awareness and momentum for the High-level Plenary Meeting on the Millennium Development Goals in September 2010, the Department coordinated a system-wide campaign through a United Nations Communications Group Task Force. Beginning in February, based on the report of the Secretary-General entitled "Keeping the promise: a forward-looking review to promote an agreed action agenda to achieve the Millennium Development Goals by 2015" (A/64/665), the Department produced information materials and developed a website in six languages, featuring success stories and encouraging citizens to get involved in the attainment of the Goals. Numerous activities were planned by United Nations system partners to take advantage of the communications opportunities presented by the 2010 FIFA World Cup in South Africa. The Department promoted a song and music video, *8 Goals for Africa*, featuring 10 top African singers and musicians, organized by the United Nations country team in South Africa and the United Nations Information Centre Pretoria. The music video was screened at fan parks across South Africa during the World Cup and the song was played at the closing concert.

- The Millennium Development Goals song and video were played worldwide, including on Al-Jazeera sports channel, the China Central Television (CCTV) (China), The British Broadcasting Corporation (BBC) Africa services (English and French), Radio France Internationale, Voice of America, the Black Radio Network (United States of America), and available on many online platforms, including iTunes.

4. The launch by the Secretary-General of the annual *Millennium Development Goals Report* and the Millennium Development Goals Advocacy Group, on 23 June was timed to capitalize on the media focus on global development issues in the lead-up to the Group of Eight and Group of Twenty summits. The Department made use

of traditional as well as new media to promote the launch. Interest in the launch was particularly high on Twitter, reaching more than an estimated 300,000 Twitter users.

- The *Millennium Development Goals Report* was extensively covered, with nearly 500 articles in English, French and Spanish, in 38 countries. Significant additional coverage was generated by 25 launches held by information centres and partner offices around the world, notably in Beirut, Berlin, Brussels, Cairo, Canberra, Copenhagen, Lagos, Mexico City, Moscow, Nairobi, New Delhi, Paris, Pretoria, Stockholm and Tehran.

5. United Nations Information Centres, in partnership with local authorities and civil society, continued to promote the Millennium Development Goals:

- In **Belgium**, the United Nations Regional Information Centre Brussels translated the Millennium Development Goals information material into 18 languages. It also joined the global campaign entitled "WeCanEndPoverty" with a print ad competition open to all European citizens. In connection with that campaign, the Centre negotiated partnerships with several European newspapers.

- In **Indonesia**, United Nations Information Centre Jakarta organized, together with the Millennium Campaign and the United Nations Children's Fund (UNICEF), activities in support of the "Swim across the Continents" Millennium Development Goals campaign by the swimmer Marcos Diaz of the Dominican Republic. Similar activities were also organized by United Nations information centres in Beirut, Cairo, Moscow and Rabat.

- In **the Islamic Republic of Iran**, United Nations Information Centre Tehran organized in June an exhibition of photographs from the Millennium Development Goals national photography competition held earlier by the United Nations system.

Treaty on the Non-Proliferation of Nuclear Weapons

6. The Department provided communications support to the 2010 Review Conference of the Parties to the Treaty on the Non-Proliferation of Nuclear Weapons, held in New York in May. It produced press materials, including a *UN in Focus* feature, radio and television stories and a dedicated website in the six official languages.

- The Review Conference generated wide media coverage, including by all major United States networks, BBC and Al-Jazeera; all major wire services; newspapers, including *Asahi Shimbun*, *The Washington Post*, *The New York Times*, *The Guardian*, *The News* (Pakistan), *Hindustani Times*, *Jakarta Post* and *Beijing Review*. In addition, many websites of relevant non-governmental organizations (NGOs), such as Ploughshares, Global Security Newswire and Global Solutions, and news websites, such as Huffington Post and foreignpolicy.com, covered the event.

- The Secretary-General's op-ed entitled, "A new ground zero" was published in 23 media outlets in 19 countries.

UN Women

7. The Department coordinated communications activities around the General Assembly's creation of UN Women, the United Nations Entity for Gender Equality and the Empowerment of Women. The Department developed key messages and press and information materials, including a press release, frequently asked questions, and background information on the world's women. A website was developed and launched on 2 July, the day UN Women was created.

- The establishment of the new entity was widely covered. *The Independent on Sunday* (United Kingdom of Great Britain and Northern Ireland) carried the headline: "UN celebrates a 'watershed day' for women" and called the creation of UN Women "One giant leap for womankind". The event was covered by BBC News and major news wires. A United Nations News Centre article was also picked up extensively by online news sources. Broadcast pieces included a story by Voice of America.

- Information was posted on the United Nations Twitter feed immediately following the creation of UN Women, including video of applause in the General Assembly Hall upon adoption of the resolution, which received 30 clicks in the first 45 seconds after upload — a new record for the United Nations Twitter account.

International Women's Day 2010/Beijing +15

8. The Department worked to promote and publicize the 15-year review of the implementation of the Beijing Declaration and Platform for Action, undertaken by the Commission on the Status of Women and International Women's Day in March. Information materials produced included a poster and an information kit. Additionally, a dedicated website was developed for International Women's Day, launched in the six official languages.

9. On 3 March, the Department organized a press conference on the Beijing review following the official observance of International Women's Day at United Nations Headquarters, and arranged several media interviews with United Nations officials and Commission members.

10. United Nations information centres also promoted women's issues:

- In **Azerbaijan**, the United Nations Office in Baku held a series of town hall meetings in villages and districts in remote areas of Azerbaijan, with the aim of promoting gender equality and equal opportunities.

- In **Burundi**, United Nations information centre Bujumbura organized a one-day media workshop on the theme "The role of the media to promote gender parity and equality during the elections in Burundi".

- In **Egypt**, United Nations information centre Cairo organized a round table discussion in March on the status of women in the Arab region 15 years after the Beijing Conference on Women, in the light of the Consolidated Arab report on the Implementation of the Beijing Platform for Action: +15.

- In **Sri Lanka**, United Nations information centre Colombo organized a one-day interactive forum on the theme "Discrimination against women: our side of the story".

Nelson Mandela International Day

11. For the first observance of Nelson Mandela International Day (18 July), the Department organized events at United Nations Headquarters and around the world. In New York, more than 600 people attended a screening of the Academy award nominated documentary, entitled *MANDELA: Son of Africa, Father of a Nation* followed by a post-screening discussion on the film. The Department's audiovisual products — a photo montage, a United Nations Television feature *Mandela at the UN* and the Secretary-General's video message incorporating footage of Mandela — were displayed as part of the informal plenary meeting of the General Assembly. The Department also produced a commemorative poster and a booklet entitled *Nelson Mandela: In his Words*. Several radio features were also produced. Social media such as Twitter and Facebook were incorporated into the campaign and the official website featured interactive elements such as a quiz on apartheid and the United Nations.

12. United Nations information centres also carried out extensive promotional activities:

- In **Greece**, the United Nations regional information centre in Brussels adapted the poster in Greek and displayed it in Athens metro stations for a week, where it was viewed by an estimated 500,000 metro passengers daily.
- Events were also organized by information centres in 15 countries, which included film screenings, exhibitions, dance, theatre and readings.

Department of Public Information and United Nations peacekeeping operations

Peacekeeping

13. The Department of Public Information and the Department of Peacekeeping Operations held their seventh annual training course on public information and United Nations peace operations at the United Nations logistics base in Entebbe, Uganda, from 14 to 20 June. Some 40 participants and resource persons, including those representing 16 United Nations peace operations, worked to refine the procedures for the recruitment of personnel, the use of digital technology, and the integration of communications efforts with humanitarian, military and police components.

- One of the areas discussed in the training course was the long-term planning for the future of radio stations established and run by United Nations peace operations when a host country evolves to a post-peacekeeping environment. The transition of the United Nations peacekeeping radio to a public service entity in Sierra Leone, a process the Department of Public Information has been supporting, was highlighted, as was the current status and future plans for Radio Okapi, a vital nationwide broadcaster in the Democratic Republic of the Congo.

14. In early 2010, the Department of Public Information and the Department of Peacekeeping Operations launched a major planning exercise to bring coherence to the many peacekeeping-related Web and digital activities. The Departments are also working to ensure that Web material is kept up to date in the official languages. Also, in early 2010, the Department of Public Information published its annual *Peace Operations Year in Review* magazine in English and French.

15. As part of its continuing hands-on support to peace operations, the Department deployed a senior staff member for three months to the United Nations Assistance Mission in Kabul, Afghanistan; another staff member conducted an assessment visit to the United Nations Mission in the Sudan and the African Union-United Nations Hybrid Operation in Darfur in the Sudan, to review communications planning for the referendums that will determine the status of Southern Sudan and Abyei, scheduled for January 2011.

16. In **China**, the Department helped to produce a week-long exhibit (29 May-5 June) devoted to peacekeeping as part of the United Nations Pavilion in Expo 2010 in Shanghai. The Department produced a photo exhibit on peacekeeping and Chinese versions of video documentaries, including *Women in Peacekeeping*, *War against Wars* and the Secretary-General's message for the International Day of United Nations Peacekeepers. Chinese-language posters, fact sheets, a timeline of peace operations and a deployment map were produced and distributed.

International Day of United Nations Peacekeepers 2010

17. The annual United Nations Headquarters observance of the International Day of United Nations Peacekeepers (29 May) honoured the 96 peacekeeping personnel who lost their lives in Haiti as a result of the earthquake on 12 January 2010 and paid tribute to the peacekeepers who continue to serve in Haiti. The Department partnered with the Department of Peacekeeping Operations to create the "Haiti Standing" multimedia exhibit and website archiving project, which highlighted not only the tragedy of 12 January, but also the recovery efforts by Haitians and the United Nations.

- United Nations information centres and offices in approximately 20 countries organized events to honour the International Day of United Nations Peacekeepers, often in coordination with national authorities. Such events included multimedia exhibits, film screenings, briefings for student groups, press conferences, media interviews and wreath-laying ceremonies.

Question of Palestine

18. The Department, in cooperation with the Government of Portugal, organized its annual International Media Seminar on Peace in the Middle East, in Lisbon, on 22 and 23 July. The seminar focused on the role of the media, particularly new media, in advancing the Middle East peace process, including efforts by civil society. The seminar also focused on the role of Israeli and Palestinian women in achieving peace and security in the Middle East, in connection with the tenth anniversary of the adoption of Security Council resolution 1325 (2000) on women and peace and security, in October 2010. Over 100 participants from the Middle East, Portugal and other parts of the world attended.

- Among the media outlets represented were: *The Jerusalem Post*, Palestine News and Information Agency (WAFA), *Al-Arabi Kuwaiti Magazine*, Reporters Without Borders, SABA Yemen News Agency, *Jeune Afrique*, Israeli TV channel 1, *Visão*, Rusya al-Yaum Arabic Channel, Russia Today, Maan News Agency, *Yedioth Ahronot*, *Maariv*, *Johannesburg Star*, *Jerusalem Report*, Spanish News Agency, *Voice of Women*, *Jordan Times*, *Irish Times*, Lendforpeace.org, *El Mawqef Al Arabi* and *The Forward*.

19. The Department selected 10 young Palestinian journalists (two men and eight women) for its annual training programme, which will take place from 1 November to 10 December 2010. The programme aims to strengthen the participants' capacity as broadcast media professionals, including training with Internet-based media in the Arabic language.

Human rights

20. The Department partnered with the Office of the United Nations High Commissioner for Human Rights to promote its Embrace Diversity, End Discrimination campaign for the International Day for the Elimination of Racial Discrimination (21 March). Numerous activities were organized by United Nations field offices to promote the campaign.

- In **Armenia**, the United Nations Office in Yerevan partnered with the United Nations-Armenian Association, the Government and civil society organizations to organize three week-long training sessions for youth activists of national minority communities.
- In the **Congo** United Nations Information Centre Brazzaville partnered with a local NGO to host a discussion focusing on various forms of discrimination based on skin pigmentation and race.
- In **India**, United Nations Information Centre New Delhi, in partnership with One World Educational Trust, organized a one-day seminar entitled "Discrimination: textures and traumas".

Climate change and sustainable development

21. As convenor of the United Nations Communications Group Task Force on Climate Change, which consists of more than 20 United Nations system entities, the Department continued to play a leading role in developing and implementing a system-wide strategy for communications on climate change. At the ninth annual meeting of the United Nations Communications Group (17-18 June 2010, Shanghai, China), the Task Force presented a new system-wide plan of action, with renewed focus on the Millennium Development Goals and biodiversity.

22. A number of United Nations information centres organized activities and events to publicize the International Year of Biodiversity and World Environment Day:

- In **Australia**, the United Nations Information Centre Canberra, in collaboration with the Australian National Botanical Gardens and the Canberra Institute of Technology, held a photographic competition during the International Year of Biodiversity.
- In **Georgia**, the United Nations Office in Tbilisi celebrated World Environment Day with an environmental rally followed by a concert, a fashion show and a photography exhibition.
- In **Kenya**, the United Nations Information Centre Nairobi produced three features on biodiversity, development and poverty alleviation, broadcast by the Kenyan Broadcasting Corporation radio programme *Timiza Ahadi*, in May 2010.

New Partnership for Africa's Development

23. Through its quarterly magazine *Africa Renewal/Afrique renouveau*, and a redesigned and revamped website, the Department continued to play a critical role in raising global awareness of and support for the New Partnership for Africa's Development Planning and Coordinating Agency. In-depth articles were published in the two magazines and posted on the website, which is now updated regularly with news gathered from around the United Nations system. As a result of the Department's efforts, 26 short feature articles on the Agency were published in 41 countries — 323 times in English, French and Swahili media between February and June 2010.

- Media in Africa that published Department of Public Information stories included *Business Daily* and *The Nation* (Kenya), *Daily Graphic* and *Public Agenda* (Ghana), *La Tribune* (Algeria), *Le Messager* (Cameroon), *L'Essor* (Mali), *Walfadjri* (Senegal) and *Africa Times*. Several feature articles were also published in India Times and on two major website portals, Afrik.com and allAfrica.com.

24. A survey conducted last year among readers of *Africa Renewal/Afrique renouveau*, revealed that almost two thirds of respondents found the information they obtained from *Africa Renewal* either "very" useful or "interesting" and 28 per cent said it was "somewhat" useful or interesting.

B. United Nations Communications Group

25. The ninth annual meeting of the United Nations Communications Group, hosted by the United Nations Human Settlements Programme (UN-HABITAT), was held in Shanghai, China, at the site of Expo 2010 in June 2010. The meeting of the United Nations Communications Group, for which the Department serves as the secretariat, involved the participation of 33 United Nations system organizations and offices. The Group discussed a number of common priority issues and adopted recommendations aimed at advancing coordinated and coherent United Nations information. Topics covered included:

- The continued need for key messages and guidance on selected United Nations system initiatives and on crises for internal use and public distribution
- How public opinion polling can inform United Nations communications
- Future United Nations strategic communications on climate change
- Showcasing Millennium Development Goals success stories in Member States
- Department of Public Information-coordinated draft guidelines on new media for United Nations system partners.

C. United Nations information centres

Expanding partnerships

26. The network of 63 United Nations information centres continued to serve as a direct point of access and information about the United Nations to the people they serve. In addition to traditional partners such as academic institutions, NGOs, media

and government offices, several United Nations information centres engaged new partners in their activities, including museums.

- In **Argentina**, United Nations Information Centre in Buenos Aires carried out a communications campaign with the Buenos Aires Shoah Museum (Museo del Holocaust Buenos Aires) to mark the 2010 International Day of Commemoration in Memory of the Victims of Holocaust.
- In **Austria**, the United Nations Information Service Vienna assisted the Museum of Military History in Vienna with a major exhibit to mark 50 years of Austrian participation in United Nations peacekeeping (June-November 2010), as well as on a joint special exhibit entitled "Women in Peacekeeping", which will open in October 2010, as part of the larger exhibit.

Use of new media

27. An increasing number of information centres are using new media platforms to disseminate information on the work of the Organization, including in local languages. Currently, 16 information centres have Facebook accounts, 11 centres have Twitter accounts and 6 centres have YouTube accounts.

Growing use of local languages

28. United Nations information centres currently produce information in more than 40 languages and maintain websites in 29 local languages. At present, 34 information centres produce their own newsletters and bulletins in 17 local languages. Over the years, the information centres have translated and produced print material, including publications, audio-visual material and other products, in 153 languages.

Table 1
Use of local languages by information centres

	Number of local language use			
	By region			
Tools	*Africa*	*Americas*	*Asia and the Pacific*	*Europe and Commonwealth of Independent States*
Website	1[a]	1[a]	6	21[a]
Facebook	2	6	4	4
Twitter	3	3	3	2
Newsletter	2[a]	1[a]	8	7[a]

[a] German, Kiswahili and Portuguese are used in two different centres.

Online and distance training

29. In an effort to assist United Nations information centre staff in improving their Web-writing skills, in June, the Department worked with the Office of Human Resources Management to organize an eight-session long-distance learning course entitled "Writing for the Web". Nine staff in seven locations participated.

New security challenges

30. The Department of Public Information has given priority to making the premises of the majority of United Nations information centres compliant with the minimum operating security standards in the biennium 2010-2011. In addition, United Nations information centres in Indonesia, Mexico and Pakistan have either moved, or are planning to move premises soon, mainly for reasons of security and safety.

United Nations Information Centre Luanda

31. Following last December's decision by the General Assembly to establish a United Nations information centre in Luanda for Portuguese-speaking African countries, the Department held meetings with the Permanent Mission of Angola to the United Nations to discuss the implementation of the decision. It also enlisted the assistance of the Resident Coordinator in Angola, who has held meetings with Angolan officials. The Department is expecting to receive details regarding the potential premises and is in the process of classifying posts for the centre. In addition, the Permanent Mission of Angola has been provided with a sample host country agreement with a view to establishing a final version with the assistance of the Office of Legal Affairs.

III. News services

A. Office of the Spokesperson for the Secretary-General

32. The Office of the Spokesperson for the Secretary-General conducts the daily noon briefing and keeps the press, delegations and the public informed, not only of the work of the Secretary-General, but also of developments throughout the United Nations system. From July 2009 through June 2010, the Office of the Spokesperson undertook the following activities:

- Held 239 daily press briefings
- Organized 45 press conferences given by the Secretary-General (14 at Headquarters and 31 abroad), 82 press briefings by Member States, 16 press stakeouts by Member States, 166 press conferences by senior officials and 3 background briefings
- Coordinated 74 press encounters and 162 press interviews with the Secretary-General at Headquarters and during his official visits to Member States
- Coordinated the logistics related to the participation of groups of journalists who accompanied the Secretary-General on six of his trips overseas; over that span of time, a total of 55 journalists accompanied the Secretary-General on six different trips.

B. United Nations website

33. The United Nations website remains the main gateway to the World Wide Web for information about the United Nations. The steady growth of visitors to the site is a testimony to its ever increasing popularity. Over the past months, the Department

emphasized improving its ability to accurately measure and analyse the site's traffic and user behaviour. This was particularly important in the context of last year's redesign of the website's top layers across all languages and the newly revamped site architecture that aimed to address the challenges posed by the multilingual nature of the website. Shortly after the launch, a new effort was undertaken to improve the tracking of site traffic with the implementation of Google Analytics on top-layer pages within new language directories which has enabled more efficient tracking of site usage, as well as better analysis of usage by language (see figures I-III).

- Between January and May 2010, the Google Analytics code was inserted in over 500,000 pages across the site, resulting in much improved usage analysis.

34. At this point, however, it is not yet possible to provide the accurate number of visitors to the site as the installation of the new tracking code has not yet covered all of the areas of the site managed by the Department. This process is expected to be completed in the third quarter of 2010.

35. Preliminary reviews show two clear trends: that the average number of pages viewed by a user during one visit is relatively constant across languages — approximately 2.7 pages per visit. (figure I); and that the visits from various regions of the world are largely consistent with the usage of the language in that region of the world (figure II). These figures depict visits that were made across all Department-managed web pages containing the newly installed tracker code.

Figure I

Average page views per visit, by language, January-June 2010

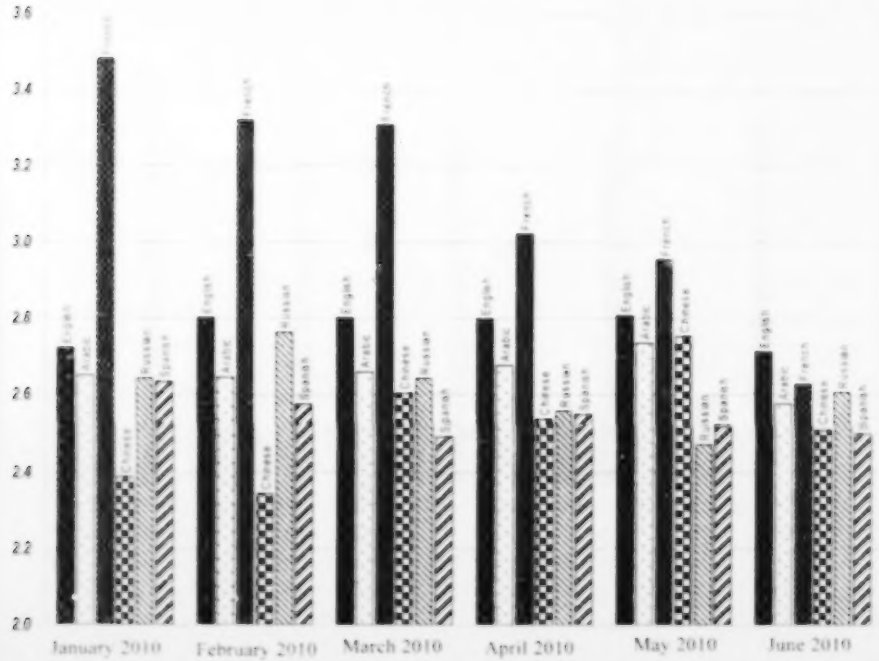


Figure II
Visits from major continents, by language

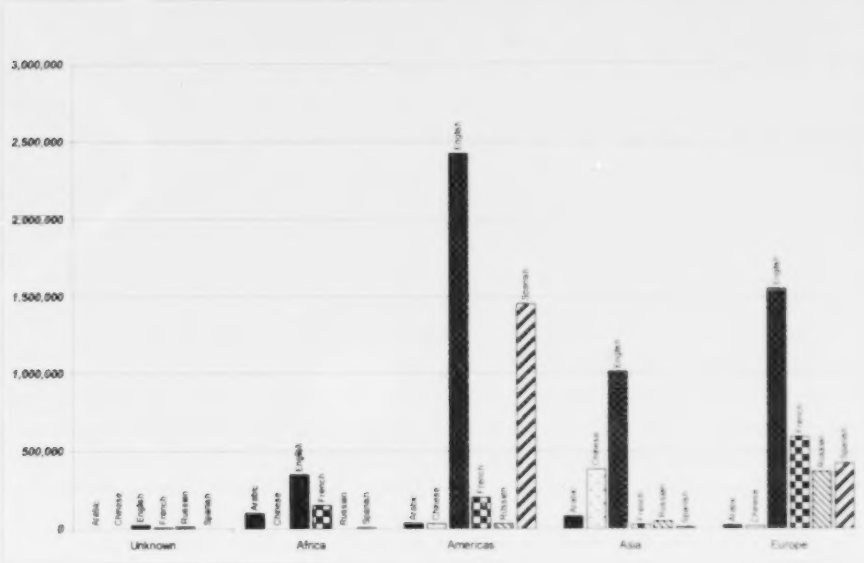
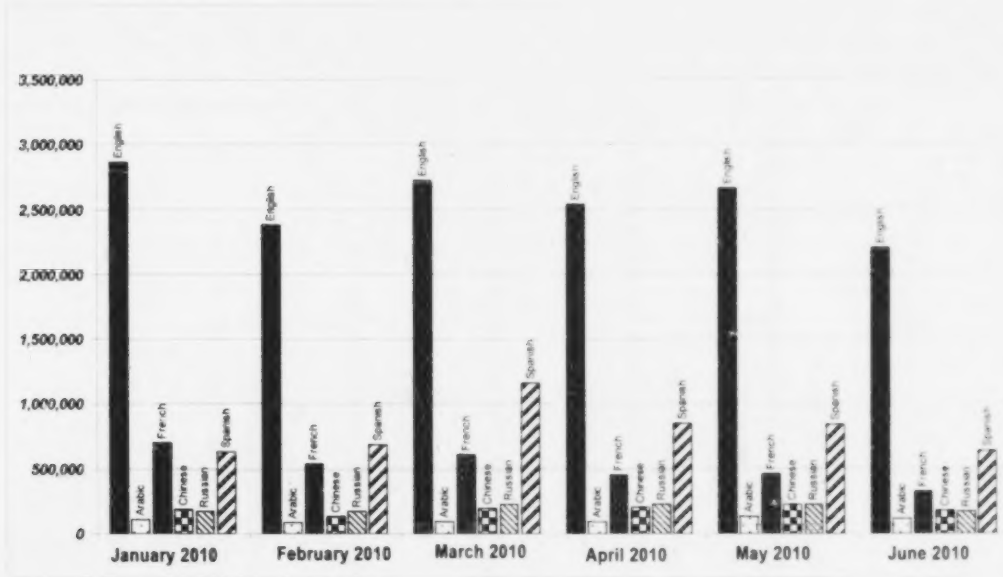


Figure III
Monthly page views, by language, January-June 2010



Multilingualism

36. The production of both new and updated web pages was helped by pro bono partnerships with several academic institutions:

- Zhejiang University in China provided nearly 100 translated pages in Chinese
- The Minsk State Linguistic University in Belarus translated 110 pages into Russian
- The University of Salamanca in Spain translated over 540 pages.

37. Quality of the output is regularly monitored and has been improving over time as students working on the translations gain familiarity with United Nations terminology. The Department is continuing its efforts to enlist the support of an institution of higher learning for pro bono translations into Arabic. A similar arrangement with the United Nations Volunteers programme (UNV) has helped to increase the volume of high quality translations into French, a positive experience the Department plans to build upon.

38. The Department continues to encourage other content-providing offices to ensure that the content they post is made available in all the official languages. However, given the fact that more content is produced in English, and that the resources available for translation are limited, it is impractical to expect that the gap with the other official languages will be closed within the current level of resources.

Accessibility by persons with disabilities

39. Providing assistance to offices in posting web pages accessible by persons with disabilities remained a key priority for the Department as it worked to ensure that its recently updated Web accessibility guidelines were made widely available to promote compliance. Earlier this year, Department guidelines received positive feedback from the participants of an experience-sharing workshop in Geneva that was organized jointly by the International Telecommunication Union and the World Intellectual Property Organization, bringing together 180 representatives from 32 organizations.

C. United Nations News Centre

40. The Department worked to further enhance the capacity of the *UN News Centre* to provide easy access to key source materials and related multimedia content on issues of the day, in part through the thematic *News Focus* segment, the *Newsmakers* feature interviews and thematic photo stories.

- At the time of the release of the report of the United Nations Commission of Inquiry into the facts and circumstances of the assassination of former Pakistani Prime Minister Mohtarma Benazir Bhutto, a special web page on the issue featured the full report as well as video of press briefings and other multimedia materials.
- Recent features in the *Newsmakers* interview series include in-depth question-and-answer sessions with the Director-General of the United Nations Educational, Scientific and Cultural Organization (UNESCO), the Executive Director of UN-Habitat and with the Secretary-General's Special Envoy for Malaria.

- Recent photo stories featured the Review Conference of the Treaty on the Non-Proliferation of Nuclear Weapons (May 2010).

- The *UN News Centre* had a special focus page in the wake of the Haiti earthquake. A photo story on the relief efforts was posted as was a *Newsmaker* interview with Kim Bolduc, then United Nations Resident and Humanitarian Coordinator in Haiti.

41. The Department also took steps to improve the visibility of the *UN News Centre* on popular social networking sites, such as Facebook and Twitter, where the number of its followers continued to increase.

42. In line with the Department's strong emphasis on monitoring and evaluation, the *UN News Centre* portal continued to adjust its website traffic and usage assessments by integrating Google Analytics as a measurement tool. The new form of tracking and statistical measurement will provide accurate snapshots of usage using different measurement standards than were used previously.

43. The Department made every effort to ensure uninterrupted service during the move of staff and equipment as part of the capital master plan. However, the *UN News Centre* experienced certain technical difficulties, including server problems which directly affected users' access to news and other types of database-driven content. The Department worked with the Office of Information and Communications Technology to minimize the impact of such incidents and is now exploring options to prevent such problems in the future.

D. Radio, television and photo services

United Nations Radio

44. During the period under review, United Nations Radio launched two special series on topics of global interest, *Project 15* and *The Census*.

- *Project 15* looked at gender equality 15 years after the Beijing World Conference on Women. United Nations Radio staff produced stories on the world today seen through the eyes of 15-year-old girls from around the globe. The series included features, short radio documentaries, and audio and video slideshows. The materials were produced in the six official UN languages, in addition to Kiswahili and Portuguese.

- *The Census* highlighted the 2010 round of censuses and the role the United Nations plays in helping to collect and analyse data and determine progress in meeting the goals of the Organization, including the Millennium Development Goals. Produced in the six official United Nations languages, the series incorporated radio features and an audio slideshow.

45. In an effort to improve the quality and expand the reach of its programming in other languages (Bangla, French-Creole, Hindi, Indonesian and Urdu), United Nations Radio began the revamping of these weekly features to include local materials on United Nations activities in the field. The effort, which began with Bahasa Indonesia, will result in a more effective production arrangement in close partnership among United Nations information centres, other United Nations field offices and United Nations Radio in New York.

46. As a result of ongoing efforts to expand the range of broadcast and Web-based outlets receiving United Nations Radio programmes, 37 new partners came on board.

- The list of United Nations Radio's new partners added during the reporting period: Radio Mais (Angola); Radio Dimensión (Argentina); Associacao Brasileira de Emissoras de Radio e Televisao (ABERT) (Brazil); ANSA Latina (Brazil); Radio Communitaria da Ribeira Brava (Cape Verde); Pradera Online Radio (Colombia); Radio Aquitaine (France); Die Zeit Online (Germany); Radio Filia (Greece); Afroradio.net (Ireland); Uno Noticias (Mexico); Noticias Lusófonas (Portugal); RIA Novosti (Russian Federation); Radio Suisse Romande (Switzerland); Clouds FM (United Republic of Tanzania); WYBF FM (United States of America); East Africa Radio USA (United States); Radio Digital Venezuela (Bolivarian Republic of Venezuela).

United Nations Television

47. Despite the logistical challenges posed by the capital master plan, United Nations Television continued to provide uninterrupted high-quality live coverage of General Assembly and Security Council meetings and a variety of other activities taking place at United Nations Headquarters, including press briefings, media stakeouts and special events. Alongside live coverage, United Nations Television continued to produce its flagship monthly magazine programme, *21st Century*, and its *UN in Action* feature series. Both were broadcast by a growing array of television stations in different parts of the world, including major international broadcasters.

- The list of partners that joined United Nations Television since the beginning of 2010 includes: Caracol TV (Colombia); NET 25 (Philippines); Asociación de las Televisiónes Educativas y Culturales Iberoamericanas (ATEI) (Mexico); RIA Novosti (Russian Federation); and Channel 4 (Trinidad and Tobago).

48. Among new ventures, United Nations Television's partnership with the Economic and Social Council, the United Nations Population Fund (UNFPA) and UNESCO led to the production of *Face to Face*, a television debate on the topic "Women's empowerment, development cooperation and culture". The show's panel included the Executive Director of UNFPA and the Director-General of UNESCO.

49. United Nations Television, available to audiences in the New York metropolitan area via Channel 150 on Time Warner Cable, has further expanded its outreach. The channel, which in addition to United Nations Television's programming shows material from the United Nations system and peacekeeping missions, has expanded its geographical reach to all of New York City's five boroughs, as well as to parts of Westchester County and New Jersey. The channel is also available free of charge on "smart-phones" in Western Europe and in the Middle East via LiveStation (a provider of the leading international news channels).

50. The Web-based UNifeed television news service broke all records of "pick-ups" by international broadcasters during the aftermath of the earthquake in Haiti. Immediately following the disaster, UNifeed distributed a total of 155 stories, including 27 Web-only reports.

- The Department's efforts to monitor UNifeed pick-up show that the stories were broadcast in part or in whole at least 10,538 times, with the heaviest usage in the United States (NY1, ABC, FOX and CNN, among others).

Elsewhere, top users of UNifeed included France 24 (370), CCTV (290), BBC (253), CNN International (174), Eurovision (149), Al Arabiya (133), in Spain, CNN+ (218) and in the Islamic Republic of Iran, Press TV (193).

51. The Department took new steps to improve access to United Nations Television's video material via the platform provided by YouTube, in part by paying greater attention to the selection of videos for posting and making their format and presentation more appealing.

- As of June 2010, over 1,335 videos featured on YouTube's United Nations Channel received nearly 1.7 million views. The Channel has some 6,700 subscribers and close to 2,000 friends.

52. On the Web, United Nations Television's live coverage of meetings, press briefings and various events at United Nations Headquarters continued to draw growing audiences through the Department's Webcasting service, which also provided easy access to a wide array of archived videos.

United Nations photo service

53. The Department's photo service continued to distribute its photographs, including high-resolution digital images, on its web page (www.un.org/av/photo/), which registered 37,199 downloads of high-resolution images from February to June 2010. To expand the use of its products, United Nations Photo also took advantage of the opportunities presented by new media sites such as Flickr, Facebook and Twitter. To date, the United Nations Flickr page has recorded over 462,000 views. United Nations Photo's fan base on Facebook grew to over 1,530, while its Twitter account had some 2,300 followers as of July 2010.

E. United Nations press releases and meetings coverage

54. The Department continued to provide accurate, objective, comprehensive and timely coverage, in English and French, of all intergovernmental meetings held at United Nations Headquarters. Generally posted on the Internet for global access within two hours after the end of a meeting, such summaries serve as a valuable resource for multiple users, from members of delegations and media professionals to students and educators.

- Of a total of 2,010 press releases issued from February to mid-July 2010, 690 were devoted to coverage of the General Assembly, the Security Council and the Economic and Social Council
- Some 590 press releases focused on the activities of the Secretary-General
- Press conferences and briefings, among other events, accounted for over 500 summaries
- Compared with a similar period in 2009 (February to July), the use of press releases on the Internet increased more than threefold, from 11.7 million to 37.6 million page views.

IV. Outreach services

A. Dag Hammarskjöld Library

55. Through its training and customized coaching programmes and through direct research support services of the Dag Hammarskjöld Library and its branch libraries in the map, legal and economic and social affairs fields, the Department has been addressing the information needs of Secretariat and mission staff. In 2010, as a result of the temporary unavailability of a room owing to the capital master plan construction, training and coaching programmes now focus one-on-one and small group training is targeted to individual needs.

56. The Department continued with the digitization of major General Assembly documents in English, French and Spanish, from the forty-second to forty-seventh sessions. Collaboration is ongoing with the Library of the United Nations Office at Geneva, which has been digitizing Arabic, Chinese and Russian documents.

- The Department further strengthened its depository library programme, focusing on information outreach and the roles for libraries as United Nations partners. In April 2010, a workshop entitled "Creating partnerships with libraries in China" was co-organized by the Dag Hammarskjöld Library and the National Library of China. Some 50 participants from 26 libraries in China took part in the workshop.

B. Department of Public Information and non-governmental organizations

57. The sixty-third annual United Nations Department of Public Information/Non-Governmental Organizations Conference will take place from 30 August to 1 September 2010 in Melbourne, Australia. Organized in partnership with the Non-Governmental Organizations/Department of Public Information Executive Committee and the Australian Government, this year's Conference, entitled "Advance global health: achieve the Millennium Development Goals", focuses on global health and the Millennium Development Goals. An unprecedented number of NGOs from the Asia and Pacific region will attend.

58. The Department continued to hold weekly briefings for NGOs on a wide range of topics, including the Millennium Development Goals, biodiversity, trafficking in women and girls, global tolerance through multilingualism and interreligious dialogue.

C. Journalists' Fellowship Programme

59. The Department will mark the thirtieth anniversary of the annual Reham Al-Farra Memorial Journalists' Fellowship Programme in 2010. Journalists from Antigua and Barbuda, Bahrain, Bosnia and Herzegovina, Haiti, Mozambique, the Russian Federation, Togo, Uzbekistan and Zambia will take part in the six-week programme.

- Since its inception in 1981, over 400 journalists and broadcasters from more than 164 countries have participated in the programme.

D. Creative Community Outreach Initiative

60. The Secretary-General's Creative Community Outreach Initiative, launched by the Department in 2010, provides advice and assistance to film and television writers, directors, producers, and broadcasters interested in portraying the United Nations and its issues in their work. In March 2010, the Global Creative Forum brought together producers, directors, writers and actors with senior United Nations officials in Los Angeles, California, to explore ways in which the United Nations and the entertainment industry can join forces to raise awareness and mobilize the public around global issues.

E. Citizen Ambassadors to the United Nations

61. The Department launched the second edition of the "Citizen Ambassadors to the United Nations" video contest focusing on the Millennium Development Goals on the United Nations channel on YouTube in June. The contest aims to encourage citizens of the world to learn more about the Goals and offers a unique opportunity for "regular people" everywhere, and young people in particular, to engage in dialogue with the United Nations. The "call-for-entries" videos in four of the six official United Nations languages, featuring the Secretary-General and United Nations Messengers of Peace and Goodwill Ambassadors, have already been viewed by tens of thousands of people around the world. The winning videos will be announced at the Millennium Development Goals Summit in September 2010 and the newly designated Citizen Ambassadors invited to United Nations Headquarters.

F. International Day of Commemoration in memory of the victims of the Holocaust

62. The Holocaust and the United Nations outreach programme of the Department undertook a number of activities, seeking to remind the world of the lessons to be learned from the Holocaust in order to help prevent future acts of genocide.

- The Department, in partnership with the United States Holocaust Memorial Museum, held a student video conference in Spanish with United Nations information centres in Latin America on 21 April 2010. United Nations information centres in Asunción, Bogota, Buenos Aires, La Paz, Lima, Mexico City and Panama City brought together 250 students for a briefing on the Holocaust and to hear the personal testimony of a Holocaust survivor.
- In March, the Holocaust Programme partnered with the Anne Frank Center USA to launch the "Messages to Anne Frank" campaign on Twitter. The campaign encouraged young people to pay tribute to Anne Frank. Students of all ages around the world participated by posting some 350 "tweets" in 10 languages on the programme's Twitter page at http://twitter.com/UNandHolocaust. Visits to the programme's website more than doubled during the two weeks of the campaign.
- A screening of the documentary film *Among the Righteous* was held on 24 May 2010 at the New York-based Simon Wiesenthal Tolerance Centre.

G. International Day of Remembrance of the Victims of Slavery

63. The Department collaborated with Member States of the Caribbean Community (CARICOM) and the African Union to organize the third annual observance of the International Day of Remembrance of the Victims of Slavery and the Transatlantic Slave Trade (25 March). Under the theme "Expressing our freedom through culture", the Department organized commemorative activities, including a cultural evening celebrating Afro-Caribbean music and food, the screening of the documentary film *Slave Routes: Resistance, Abolition and Creative Progress*, an exhibit entitled "400 years of struggle: for freedom and culture", and a student videoconference featuring over 500 students and teachers at United Nations Headquarters, connected via videoconference facilities to their counterparts in seven countries. In addition, on 25 March, a panel discussion considered the topic "The impact of cultural expression as a means of resistance to the transatlantic slave trade".

64. Several United Nations information centres promoted the observance:

- In **Ghana**, United Nations Information Centre Accra arranged a videoconference with students from the UNESCO Associated Schools Project Network to discuss the topic "Expressing our freedom through culture". Schools from Ghana and six other countries — Cuba, the Gambia, Jamaica, Trinidad and Tobago, the United Kingdom and the United States — participated.
- In **Kazakhstan**, the United Nations Office in Almaty held film screenings and debates with support from local universities, NGOs and the media.

H. Working with students

65. The Department is organizing the second annual Global Model United Nations conference for university students in August 2010. In 2010, the Government of Malaysia has generously offered to host the conference under the theme "Towards an alliance of civilizations: building bridges to achieve peace and development". Each year, the conference will address a major United Nations issue to ensure that students have a voice on priority matters before the General Assembly. In 2010, students from over 90 countries applied. Conference youth leaders were invited to United Nations Headquarters in June and were offered the unique experience of interacting with senior United Nations officials and diplomats. Conference delegates are exposed to substantive briefings through a series of video chats, which are placed on the conference website as a training tool for conference delegates and students everywhere.

- The Department is working with the United Nations Foundation, the United Nations Federal Credit Union and a number of United Nations Development Programme offices to facilitate the participation of students from developing and least developed countries.

66. Two other educational outreach projects will engage high school students:

- On the occasion of the International Day of Peace, more than 600 students are expected to gather in New York in September via videoconference and interact with peacekeepers and United Nations Messengers of Peace

- The fifteenth annual student conference on human rights in December will focus on the theme "Discrimination and the rights of the child".

I. Academic Impact initiative

67. With its formal launch planned towards the end of the year, the Academic Impact has been joined by some 300 universities from 60 countries. Member institutions now have opportunities to share work they are doing related to major United Nations observances on www.facebook.com/ImpactUN, which also hosts discussion forums where students and faculty can engage in a global dialogue with each other and their peers. The Graphic Design Unit has developed a brochure on the Initiative.

J. Guided tours and briefings for visitors at United Nations Headquarters

68. Over 100,000 visitors took a guide-led tour of the United Nations between February and July 2010. The introduction of group audio tours in November 2009 permitted an additional 37,925 to take a tour, boosting the total number to 141,197, representing an increase of 10,279 visitors in comparison to the same period in 2009.

69. Between February and July, the Department organized 430 in-house briefings, 15 outside speaking engagements and 24 videoconferences. During that period, the Public Inquiries Unit responded to approximately 12,648 inquiries regarding the work of the Organization, received via letter, e-mail, fax, telephone and in person.

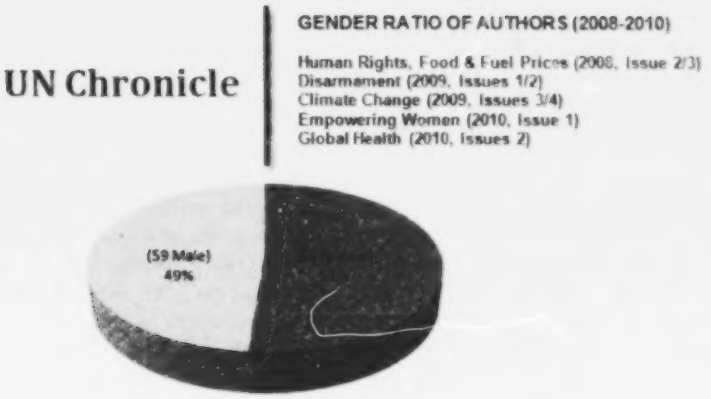
- In **Geneva**, the United Nations Information Service Geneva receives some 100,000 visitors per year to the Palais des Nations and provides guided tours in 15 languages. And in **Vienna**, over 23 000 visitors participated in guided tours at the Vienna International Centre between February and June 2010.

K. Print and online products and services

UN Chronicle

70. The quarterly magazine, which is published in English and French, continues to adopt new approaches in order to widen its readership base and reach out to a newer demographic. It has successfully sought out contributors from the developing world as shown in the contributor map in each issue, and achieved more than 50 per cent gender ratio in favour of women contributors.

Figure IV


UN Chronicle
GENDER RATIO OF AUTHORS (2008-2010)
Human Rights, Food & Fuel Prices (2008, Issue 2/3)
Disarmament (2009, Issues 1/2)
Climate Change (2009, Issues 3/4)
Empowering Women (2010, Issue 1)
Global Health (2010, Issues 2)
(59 Male)
49%

- The first two issues in 2010 of the *UN Chronicle* magazine focused on the empowerment of women and on global health, respectively. Issue No. 4 of 2010 will exclusively feature writers who are 24 years or younger, in commemoration of the International Year of Youth.

71. The *UN Chronicle Online* continues to attract more viewers. In the first and second quarters of 2010, the magazine's English website registered 762,930 page views, an increase of 139 per cent compared with 319,119 page views in the same period in 2009. The corresponding figures for its French website are 317,546 page views in 2010, and 175,704 page views in 2009, an increase of 81 per cent.

72. The magazine is being resumed in an online format in Arabic, Chinese, Russian and Spanish, beginning with select translations of issue No. 1 of 2010. The Department is also pursuing opportunities to team up with external partners for publishing the print edition of the *UN Chronicle* in the other official languages as well as local languages. In that regard, issue No. 1 of 2010 will be translated into Korean, printed, sold and distributed by a publishing firm based in the Republic of Korea.

Yearbook of the United Nations

73. The Department of Public Information finalized the preparation of volume 61 of the *Yearbook of the United Nations*, covering United Nations system activities during 2007, and started preparation of volume 62, which will cover developments during 2008. The first 60 editions of the Yearbook are also available to an ever-growing audience on the *Yearbook* website.

United Nations Today

74. *United Nations Today* (previously *Basic Facts about the United Nations*) is now available in English, French and Spanish, as well as in Farsi and Hindi. It is also available as an e-book publication and as a mobile e-book application to give users easy access and offline reading and reference on global issues.

L. iSeek

75. iSeek, the Secretariat Intranet, has firmly established itself as the internal communications platform at Headquarters and at all eight major United Nations duty stations and offices worldwide. In an effort to refresh the look and content of iSeek, new design elements and features were added to the site.

76. iSeek was key in keeping staff aware of efforts in Haiti following the tragic earthquake. iSeek's colour scheme was changed and a banner reading "One UN, One family grieving" was featured to reflect mourning throughout the Organization. A tribute to each fallen staff member, 101 in total, was written and posted on iSeek. In collaboration with the Graphic Design Unit, these tributes were compiled into a booklet that was distributed to delegates, staff and family members at the memorial event on 9 March. After the official ceremony on that date, the iSeek colour scheme was changed to blue and green to reflect change and more hopeful times. The top left corner of iSeek will in future feature special projects along with a new "staff corner".

77. Access to iSeek content continues to be available on the deleGATE website (www.un.int). In order to improve the user experience for deleGATE, a project was launched that aims to ascertain the specific information needs of delegations at United Nations Headquarters. The results will be used to ensure that information provided on deleGATE matches the needs of its users.

M. Sales and marketing

78. The outsourcing of warehousing, order fulfilment and customer service for United Nations publications was completed. Customers ordering books now receive them from the new warehouse, and the merger of the Geneva and New York activities is complete. Sales and Marketing focused on new digital initiatives, including the launch in June 2010 of iPhone applications for popular United Nations publications. Such publications are now also available on Amazon Kindle and on the iPad iBookstore. In the first week since the applications went live, orders were received from 11 countries worldwide. In addition, expressions of interest were received for the design, development and building of an online publishing platform. United Nations Development Business prepared a state-of-the-art website, in collaboration with the Parsons School of Design, which will be launched in September 2010.

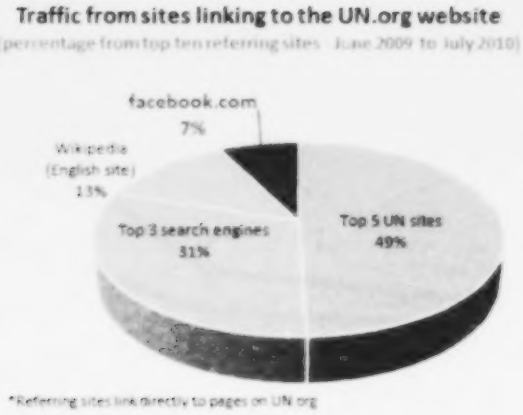
V. A culture of evaluation

79. The Department, through its Evaluation and Communications Research Unit, continued to further integrate a culture of evaluation in the work of the Department. A key focus has been to determine the impact of various programmatic activities and the lessons learned, including through analysis of media coverage.

- An evaluation of the 2009 Disarmament campaign found there was a clear relationship between the growth of Twitter and Facebook members, and increased traffic to the United Nations International Day of Peace website.

- Facebook accounted for 7 per cent of visitors from sites linking the UN.org website (figure V).

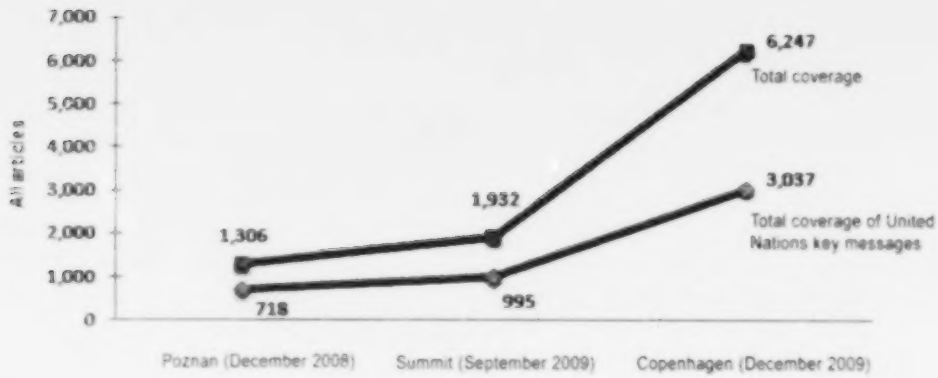
Figure V



80. As a result of the increased popularity of new media, the Department established a task force to identify and implement best practices and increase the effectiveness of new media usage in United Nations communications campaigns.

81. The Department's analysis of media coverage shows that the communications campaign for the United Nations Climate Change Conference in Copenhagen in 2009 was successful in positioning the Conference as a key event to set the global agenda on climate change. As a result, the Conference registered an unprecedented threefold increase in media interest compared to the previous two climate change campaigns (figure VI).

Figure VI
Total coverage of climate change events and United Nations key messages
(In numbers)



82. In addition, the United Nations communications campaign was also able to increase the reach of United Nations messages on the importance of an international climate change agreement.

VI. Conclusions

83. An informed public is key to strengthening the role of the United Nations and support for its work. The Department is tasked with providing the public with timely, accurate, impartial, comprehensive and coherent information about the work of the Organization. It has been doing so by prioritizing its work, expanding partnerships with Member States, United Nations system organizations and civil society and maximizing the use of new communications technologies. As a result of its efforts, significant progress has been made towards enhancing public awareness about the United Nations.

84. The advent of new information and communications technologies, especially social media, has opened up new opportunities for fast and cost-effective communications. The Department has broadened its range of digital products and activities to inform and engage the global public. This has not come at the expense of traditional media, which continue to be widely used by the Department.

85. The network of United Nations information centres, which are fully integrated into the overall communications strategy of the Department, remains central to the work of the Department. Although operating with limited resources, United Nations information centres have proactively forged partnerships with local authorities, media and civil society to carry out innovative communications campaigns. Member States that host United Nations information centres could further strengthen the information centres by providing additional financial support, either in the form of rent-free premises or rental subsidies.

United Nations A/65/278

General Assembly

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Sixty-fifth session
Item 20 of the provisional agenda*
Sustainable development

Oil slick on Lebanese shores

Report of the Secretary-General

Summary

The present report, submitted in response to the request contained in General Assembly resolution 64/195, provides an update on the progress of the implementation of Assembly resolutions 61/194, 62/188, 63/211 and 64/195 related to the oil slick on Lebanese shores that resulted from the bombing of the Jiyeh power plant, a civilian utility serving the general public. It complements the information presented in previous reports of the Secretary-General on the oil slick on Lebanese shores (A/62/343, A/63/225 and A/64/259).

I. Introduction

1. The present report, prepared by a United Nations inter-agency team, has been submitted pursuant to General Assembly resolution 64/195, in which the Assembly requested the Secretary-General to submit a report on the implementation of the resolution at its sixty-fifth session under the item entitled "Sustainable development".

2. The report provides updates to the information presented in the previous reports of the Secretary-General (A/62/343, which the General Assembly took note of in its resolution 62/188; A/63/225, which the Assembly took note of in its resolution 63/211; and A/64/259, which the Assembly took note of in its resolution 64/195) and which constitute an integral part of the present report, which covers:

(a) Overall assessment of the implications of the oil spill for livelihoods and the economy of Lebanon, owing to the adverse implications for natural resources, biodiversity, fisheries and tourism, and for human health in the country (section II);

(b) Progress made in approaching the Government of Israel on the assumption of responsibility for prompt and adequate compensation to the Government of Lebanon (section III);

(c) Overview of the progress made in clean-up and rehabilitation operations with a view to preserving the ecosystem of Lebanon and that of the Eastern Mediterranean Basin (section IV);

(d) Progress made in the establishment of the Eastern Mediterranean Oil Spill Restoration Trust Fund and mobilization of sufficient and adequate resources (section V).

II. Implications of the oil spill for livelihoods and the economy of Lebanon, owing to the adverse implications for natural resources, biodiversity, fisheries and tourism, and for human health in the country

3. The marine oil spill resulted in the release of about 15,000 tons of fuel oil into the Mediterranean Sea, leading to the contamination of about 150 km of coastline in Lebanon and the Syrian Arab Republic. In paragraph 2 of its resolution 64/195, the General Assembly reiterated the expression of its deep concern about the adverse implications of the destruction by the Israeli Air Force of the oil storage tanks in the direct vicinity of the Lebanese Jiyeh electric power plant for the achievement of sustainable development in Lebanon and, in paragraph 3, it considered that the oil slick had heavily polluted the shores of Lebanon and partially polluted Syrian shores and consequently had had serious implications for livelihoods and the economy of Lebanon, owing to the adverse implications for natural resources, biodiversity, fisheries and tourism, and for human health, in the country.

4. Several United Nations and other international entities, including the Food and Agriculture Organization of the United Nations, the International Union for Conservation of Nature, the United Nations Development Programme (UNDP), the United Nations Environment Programme (UNEP) and the World Bank, were involved in assessing the implications of the oil spill for human health, biodiversity,

fisheries and tourism in Lebanon. The reports of those entities, together with those of the Government of Lebanon and the UNEP/Mediterranean Action Plan/Regional Marine Pollution Emergency Response Centre for the Mediterranean Sea, provided a prompt and reasonably comprehensive account of the immediate impact and response. A summary of the combined findings was presented to the General Assembly at its sixty-second and sixty-third sessions (see A/62/343 and A/63/225), under the triple headings of:

(a) Social (public health and safety);

(b) Economic (clean-up and monitoring, lost economic opportunities);

(c) Environmental (ecological and physico-chemical impacts).

Additional findings were summarized in the Secretary-General's report to the General Assembly at its sixty-fourth session (A/64/259). No further studies were conducted during the past year.

III. Progress made in approaching the Government of Israel on the assumption of responsibility for prompt and adequate compensation to the Government of Lebanon

5. In paragraph 4 of its resolution 64/195, the General Assembly requested the Government of Israel to assume responsibility for prompt and adequate compensation to the Government of Lebanon and other countries directly affected by the oil slick, such as the Syrian Arab Republic whose shores have been partially polluted, for the costs of repairing the environmental damage caused by the destruction, including the restoration of the marine environment. This echoed the previous requests made in resolutions 61/194, 62/188 and 63/211.

6. To date, the Government of Israel has yet to assume its responsibility for prompt and adequate compensation to the Government of Lebanon. The reaction of the Government of Israel to Assembly resolution 61/194 was formally sought by a letter from the UNEP Post-Conflict and Disaster Management Branch to the Permanent Mission of Israel to the United Nations Office at Geneva, dated 16 August 2007, to which no response was received. A further letter, dated 5 June 2008, was sent by the Executive Director of UNEP to the Permanent Representative of Israel to UNEP, highlighting the renewed request for action on the part of Israel contained in resolution 62/188. The response received from the Government of Israel on 10 September 2008 did not commit Israel to any action towards putting into effect paragraph 3 of resolution 61/194 and paragraph 4 of resolution 62/188; no response was received from the Government of Israel to the request in resolution 63/211, paragraph 4, nor has any response been forthcoming in terms of resolution 64/195.

7. In 2007, UNDP reviewed the many conventions that relate to oil pollution at sea and that many eastern Mediterranean countries have signed, as well as other possible agreements or compensation schemes. Unfortunately, all conventions are inapplicable during armed hostilities. In addition, the agreements that relate to spill

compensation[1] pertain only to oil spills from tanker vessels at sea, and not land-based incidents. In 2007, UNDP recommended examination of the United Nations Compensation Commission as the only precedent major oil spill compensation regime for spills arising from armed hostilities.[2] In view of the lack of any acknowledgement on the part of the Government of Israel of the relevant paragraphs of Assembly resolutions 61/194, 62/188, 63/211 or 64/195, it is recommended that further consideration be given to the option of examining the potential role of the Compensation Commission in securing the relevant compensations from the Government of Israel.

8. All littoral States of the eastern Mediterranean are signatories to the only oil spill response convention that relates to cooperation in response to spills arising from coastal oil-handling facilities and not merely from tankers, the International Convention on Oil Pollution Preparedness, Response and Cooperation, 1990, which entered into force in 1995 and which is aimed at facilitating international cooperation and mutual assistance between States and regions. The spirit of the Convention clearly could not be fully observed during the hostilities of July 2006 and in the aftermath of the marine oil spill.

9. Although not specifically concerned with spill compensation issues or with non-accidental acts during war hostilities, that Convention could nevertheless be utilized for future capacity-building and regional cooperation in the area of spill planning. Israel, Lebanon and the Syrian Arab Republic should be strongly encouraged to take a leadership role in a thorough post-spill review of convention-related activities in the eastern Mediterranean Sea, hosted by the Regional Marine Pollution Emergency Response Centre for the Mediterranean Sea. Other regional signatories of the Convention that could have been affected by the spill, including by aerial transfer combustion products, are Egypt, Greece, Jordan and Turkey.

10. The Barcelona Convention for the Protection of the Marine Environment and the Coastal Region of the Mediterranean also sets out, in article 9, the following obligations of the parties to cooperate in dealing with pollution emergencies:

> The Contracting Parties shall cooperate in taking the necessary measures for dealing with pollution emergencies in the Mediterranean Sea area, whatever the causes of such emergencies, and reducing or eliminating damage resulting therefrom;
>
> Any Contracting Party which becomes aware of any pollution emergency in the Mediterranean Sea area shall without delay notify the Organization and, either through the Organization or directly, any Contracting Party likely to be affected by such emergency.

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[1] The International Convention on Civil Liability for Oil Pollution Damage, 1969, and the 1992 Protocol thereto; the 1992 Protocol to the International Convention on the Establishment of an International Fund for Compensation for Oil Pollution Damage (International Oil Pollution Compensation Fund); and the 2003 Protocol on the Establishment of a Supplementary Fund for Oil Pollution Damage (Supplementary Fund Protocol).

[2] By its resolution 687 (1991), the Security Council created an indemnification fund for damages and harm caused following the invasion of Kuwait. As a result, millions of dollars were

11. The Government of Lebanon notified the Regional Marine Pollution Emergency Response Centre for the Mediterranean Sea of the oil spill by a letter dated 21 July 2006.

12. As cited in a previous report of the Secretary-General (A/62/343), a range of recovery measures to respond to the Lebanon oil spill have been suggested as a positive step towards biodiversity conservation and restoration of livelihoods in the region.

IV. Overview of the progress made in clean-up and rehabilitation operations with a view to preserving the ecosystem of Lebanon and that of the Eastern Mediterranean Basin

13. In paragraph 5 of its resolution 64/195, the General Assembly expressed its appreciation for the efforts of the Government of Lebanon, Member States, regional and international organizations, regional and international financial institutions, and non-governmental organizations and the private sector in the initiation of clean-up and rehabilitation operations on the polluted shores, and encouraged them to continue their financial and technical support to the Government of Lebanon towards achieving the completion of clean-up and rehabilitation operations, with the aim of preserving the ecosystem of Lebanon and that of the Eastern Mediterranean Basin.

14. When the oil spill occurred in July 2006, it overwhelmed national response capacity because of the ongoing conflict, the simultaneous need for a massive humanitarian response, the destruction of infrastructure and a land, air and sea blockade by Israel. These factors also impeded initial efforts for international assistance. During the conflict, the Ministry of the Environment of Lebanon mobilized resources with its partners in the international community. It also coordinated preventive interventions such as the construction of barriers to protect the industry and coastline from further spillage. After the end of the conflict, some international assistance was provided and clean-up operations started.

A. Clean-up

15. The Ministry of the Environment of Lebanon implemented a two-phase clean-up plan when materials and resources were provided by the various bilateral partners and international organizations, as described in its commemorative reports of July 2007 and September 2008, and that of UNDP (December 2009).

16. During the first phase, the priorities set by the Ministry of the Environment were to recover free-floating oil from the sea and confined areas; clean areas with potential for direct human contact or risk to public health; rehabilitate areas where oil slicks hampered economic activities; and address direct threats to environmentally or culturally important sites. This not only followed the three-part approach to sustainable development (social, economic and environmental) but was also consistent with best practices in protection and clean-up prioritization. Phase I was completed in February 2007, in partnership with various Member States and organizations, including the Government of Italy, the Fund for International Development of the Organization of the Petroleum Exporting Countries, UNDP, the

Development Agency (CIDA) and the United States Agency for International Development (USAID), as well as local non-governmental organizations.

17. Following the completion of phase I, in April and May 2007 the Ministry of the Environment conducted a survey of the Lebanese coast to determine the scope of work for phase II, which focused primarily on the removal of fuel from rocks, wave-cut platforms, cliffs and infrastructure. An underwater survey of the near-shore and littoral zones of the coast between the northern zone (Abdeh-Akkar) and the southern zone (Jadra) was carried out by the Ministry and financed by UNDP.

18. Clean-up work followed, sponsored by the Government of Japan through UNDP,[3] the Government of Norway through the Higher Relief Commission in Lebanon,[4] USAID[5] and the Government of Spain through the Spanish Agency for International Cooperation and Development,[6] as part of phase II activities, which were completed by December 2009.

19. A comprehensive oil spill shoreline survey from Tyre to the northern border of Lebanon was undertaken, in November and December 2008, with funding from CIDA through UNDP in coordination with the Ministry of the Environment and under its technical supervision. Minor and final clean-up activities were recommended at selected sites. The Ministry undertook those clean-up activities with funding from the Government of Norway in the first quarter of 2010.

B. Waste management

20. As of June 2010, approximately 500m^3 of liquid and 3,220m^3 of semi-solid and solid waste were collected during clean-up operations, all appropriately stored in containers in secure temporary storage sites, with contribution from all partners, particularly the Government of Japan and CIDA, both through UNDP in coordination with the Ministry of the Environment and under its technical supervision.

21. At the request of the Government of Lebanon, two studies were undertaken on the treatment and disposal options in respect of oil spill waste. The first, entitled "Assessment and review of oil spill clean-up waste and review of possible treatment options", was funded by UNDP and published in July 2007. The second, entitled "Study for the management of oily wastes generated by the cleaning operations of the Lebanese coasts following the oil spill of Jiyeh", which was published in

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[3] Clean-up operations in areas surrounding Dalieh fishermen's wharf in Beirut and Jiyeh: four lots (September-November 2007), under the technical supervision of the Ministry of the Environment of Lebanon.

[4] On 1 November 2007, a memorandum of understanding was signed by the Government of Norway and the Government of Lebanon, under which clean-up operations were carried out in six areas in north and south Beirut under the technical supervision of the Ministry of the Environment of Lebanon (December 2007-February 2008).

[5] On 3 August 2007, a memorandum of understanding was signed by the Government of the United States of America, represented by the United States Agency for International Development, and the Government of Lebanon, under which clean-up operations were carried out in 21 areas between Tabarja and Anfeh under the technical supervision of the Ministry of the Environment of Lebanon (September 2007-May 2008).

[6] On 18 October 2007, a memorandum of understanding was signed by the Government of Spain, through the Spanish Agency for International Cooperation and Development, and the Government of Lebanon, under which clean-up operations were carried out in Palm Islands

December 2007, was funded by the Ministry of Finance and Industry of France and implemented in coordination with the Council for Development and Reconstruction in Lebanon, and a French independent engineering and environmental consulting firm as well as the Centre de documentation, de recherche et d'expérimentations sur les pollutions accidentelles des eaux. Both studies highlight the fact that Lebanon currently lacks the infrastructure for the environmentally sound treatment of such waste. On the basis of these findings, the Ministry of the Environment designed a brief project proposal on sound environmental waste management, including a waste schematic diagram.

22. In parallel, with funding from CIDA through UNDP, in coordination with the Ministry of the Environment and under its technical supervision, and in conjunction with other public and private partners, treatment was initiated at two of the temporary storage sites, and completed in the last quarter of 2009:

(a) Zahrani refinery, where about 310m^3 of polluted sand and pebbles, debris and equipment were treated;

(b) A plot of land close to the coastline of Beirut Central District made available by a private Lebanese company, where about 2,000m^3 of polluted sand were stabilized using quicklime.

23. Together these two activities set a model for treatment, by the Ministry of the Environment and its partners, of the remaining wastes (about 2,500m^3) stored at the refinery in Tripoli, the Zahrani refinery, and the Jiyeh and Zouk power plants (liquid and residues). Limited funding has been provided so far, and co-funding is still needed to achieve the objectives entailed. In 2008, the Government of Norway demonstrated interest in providing the support needed; this has not yet materialized.

C. Environmental monitoring

24. In the light of the international meeting convened in Athens on 17 August 2006 by the International Maritime Organization and UNEP, hosted by the Government of Greece, at which agreement was reached on the Action Plan prepared by the Experts Working Group for Lebanon under the supervision of the Regional Marine Pollution Emergency Response Centre for the Mediterranean Sea and the Minister for the Environment of Lebanon, and given the fact that the General Assembly, in paragraph 4 of its resolution 61/194, encouraged Member States, regional and international organizations, regional and international financial institutions, and non-governmental organizations and the private sector to provide financial and technical assistance to the Government of Lebanon in support of its efforts to clean up the polluted shores and sea of Lebanon with a view to preserving its ecosystem, the Government of Greece allocated $1.6 million for the implementation of an environmental monitoring project in Lebanon, the final implementation strategies of which are currently being reviewed by the concerned parties.

D. Overall cost and assistance of clean-up operations to date

25. Assistance for phase I of the clean-up operation is estimated at almost $15 million (mostly in the form of equipment and technical assistance (see annex)).

26. The aforementioned equipment was deposited by the Ministry of the Environment of Lebanon with the relevant public administrations responsible for

61/1 dated 29 October 2008 signed by the Ministry of the Environment, the Ministry of National Defence and the Ministry of the Interior and Municipalities. The objective of the decision is to put that equipment to good effect and to leverage its value.

27. It should be noted that the Ministry of the Environment estimated the cost of the clean-up at $150 million, based on an applied model of costs per ton spilled, while the first Experts Working Group for Lebanon estimated the overall cost of clean-up and rehabilitation at between $137 million and $205 million. The Working Group recommended that range as an upper limit, with $68 million[7] as the minimum value. The Working Group, therefore, proposed that the search for funding be based on an initial amount of $68 million for 2006, with possible complements for 2007.[8] The total assistance received by Lebanon as of June 2008 was around 10 per cent of the average upper limit range, and only about 37 per cent of the minimum value. There have been no additional contributions since June 2008. Furthermore, the lower estimate of $68 million arrived at by the Regional Marine Pollution Emergency Response Centre for the Mediterranean Sea was based substantially on the cost of just one major Mediterranean spill, which had similarities with, but also some significant differences from, the spill in Lebanon.

V. Progress made in the establishment of an Eastern Mediterranean Oil Spill Restoration Trust Fund and mobilization of sufficient and adequate resources

28. In paragraph 6 of its resolution 64/195, the General Assembly reaffirmed its decision to establish an Eastern Mediterranean Oil Spill Restoration Trust Fund, based on voluntary contributions, to provide assistance and support to the States directly adversely affected in their integrated environmentally sound management, from clean-up to safe disposal of oily waste, of this environmental disaster resulting from the destruction of the oil storage tanks at the Jiyeh electric power plant, and requested the Secretary-General to continue working towards the hosting and operationalization of the Trust Fund and to promptly finalize the implementation of that decision before the end of the sixty-fourth session of the General Assembly.

29. In paragraph 7 of its resolution 64/195, the General Assembly invited States, intergovernmental organizations, non-governmental organizations and the private sector to make voluntary financial contributions to the Trust Fund, and in this regard requested the Secretary-General to mobilize international technical and financial assistance in order to finalize the mechanism under which the Trust Fund would operate.

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[7] Converted from euros, the currency used by the Experts Working Group for Lebanon, at a rate of 1 euro = $1.36 (the United Nations rate on 21 May 2009).

[8] Experts Working Group for Lebanon, Lebanon Marine and Coastal Oil Pollution International Assistance Action Plan, 25 August 2006. Members of the Experts Working Group for Lebanon include the Joint Environment Unit of UNEP and the Office for the Coordination of Humanitarian Affairs; the European Commission Monitoring and Information Centre; the International Tanker Owners Pollution Federation Ltd.; UNDP; the Instituto Centrale per la

30. United Nations agencies operating in Lebanon have evaluated the various mechanisms for the operation of the Trust Fund and, in consultation with the Government of Lebanon (through the Ministry of the Environment), proposed that the Trust Fund be hosted by the Lebanon Recovery Fund to optimize resources. This was approved by the Steering Committee of the Lebanon Recovery Fund on 30 June 2010, and, as the mechanisms of the Trust Fund are already in existence, this means that funds can be deposited towards the Eastern Mediterranean Oil Spill Restoration Trust Fund with immediate effect.

VI. Conclusions

31. **The Secretary-General wishes to commend the ongoing efforts of the Government of Lebanon to address the impact of the oil spill. There is, however, grave concern at the lack of acknowledgment on the part of the Government of Israel of its responsibilities vis-à-vis reparations and compensation to the Government and people of Lebanon and the Syrian Arab Republic affected by the oil spill.**

32. **The Secretary-General would also like to commend the efforts of the United Nations system to respond to the emergency and thereafter to the requests of the Government of Lebanon pertaining to the management of the oil spill crisis. The response of the international donor community has been both generous and timely in this matter. Nonetheless, given the particularity of the cause and the prevailing circumstances of the Lebanese oil spill case at the time of the incident and beyond, the Secretary-General would urge Member States, international organizations, international and regional financial institutions, non-governmental organizations and the private sector to continue their support for Lebanon in this matter, particularly for rehabilitation activities on the Lebanese coast and in the broader recovery efforts. This international effort should be intensified, since Lebanon is still engaged in the treatment of wastes and the monitoring of recovery. It should also be recognized that this oil spill is not covered by any of the international oil spill compensation funds and thus merits special consideration. To this end, the Secretary-General has welcomed the agreement of the Lebanon Recovery Fund to host the Eastern Mediterranean Oil Spill Restoration Trust Fund under its existing mechanisms.**

Annex

Member States, regional and international organizations, regional and international financial institutions, governmental and non-governmental organizations and private sector entities that had provided financial and technical assistance to the Government of Lebanon as at 24 June 2008

	Cash contributions	*Technical assistance*[a]	*Equipment*[b]	*Contractors*[c]
Member States				
First response during the war				
Kuwait		■	■	
European Union/Danish Emergency Management Agency		■		
Norway		■	■	
Post-war assistance				
Norway	▨	■	■	
Canada (Canadian International Development Agency)				■▨
Cyprus			■	
Finland			■	
France		■	■	
Germany		■		
Italy		■	■	
Monaco			■	
Spain[d]		■	■	▨
Sweden		■		
Switzerland (Swiss Agency for Development and Cooperation)				■
Japan				■
United States (United States Agency for International Development)				■▨

	Cash contributions	*Technical assistance*[a]	*Equipment*[b]	*Contractors*[c]
Regional organizations				
League of Arab States/Egypt				
International organizations				
United Nations Development Programme				
World Bank				
United Nations Environment Programme, Post-Conflict Branch, and Office for the Coordination of Humanitarian Affairs				
Food and Agriculture Organization of the United Nations				
Regional financial institutions				
Organization of the Petroleum Exporting Countries (Fund for International Development)				
International financial institutions				
None				
International non-governmental organizations				
International Union for Conservation of Nature — West Africa, Central Asia and North Africa office and Mediterranean offices				
Greenpeace				
International private sector				
Recoverit International, Australia				

[a] Transfer of technical know-how by experienced personnel for activities related to oil-spill recognition, evaluation and control activities.

[b] Hardware and software (consumables) for the purpose of oil-spill recognition, evaluation and control activities.

[c] Contractors are third parties contracted to undertake oil-spill recognition, evaluation and control activities and are directly subcontracted by development partners.

[d] Phase II work funded by the Government of Spain was carried out through the Spanish Agency for International Cooperation and Development.

Phase I development partner.

Phase II development partner.